

GENERAL ELECTRIC

IN THE HOME . . . ON THE FARM



You Can Live Better... *Electrically*



In the Home . . .

Electricity used to be a luxury. Today, it is a necessity.

Most of us depend on electricity for light, refrigeration, laundry, entertainment; and many of us depend on it for our cooking.

But we are learning that it is also the best way to wash dishes, eliminate garbage, wake us up in the morning, heat our water, clean our homes, run our tools—and many, many other things.

And we are learning that electricity does all of its work quietly, efficiently, and *inexpensively*.



On the Farm . . .

Electricity in the farm home can do everything it does for families in the city home.

But, equally important, it can take over hundreds of farm jobs, to make your work easier *and make more profit for you*.

Electricity can water your stock, light your farmyard and buildings, preserve your produce, milk your cows, cool your milk, grind your feed, saw your wood—and do countless other farm jobs.

Most important—remember that the more electric power you use, the lower your power unit cost will be.

Properly used, electricity is not only your best farm hand—*it is your cheapest farm hand*.



THE GENERAL ELECTRIC COMPANY

is the world's largest manufacturer of electric equipment.

It offers a *full line* of products, designed for living and working . . . *electrically*. And many General Electric products — such as motors, controls, and cables — are used in the high-quality products of other manufacturers.

You will find that every General Electric product is a *durable* product—designed, engineered, and manufactured to give you long years of reliable service with minimum attention or repair.

Better Refrigeration

— For Better Living

Good refrigeration is one of today's essentials for good living. No family can do without it.

Food preservation and food freezing are of special importance in the farm home, where much home produce needs to be preserved in top condition for the family table or for the market.

Large fresh-food-storage capacity is one of the most important features you can buy in a refrigerator. All of the new General Electric Space Maker Refrigerators offer greatly increased refrigerated food-storage space over former models. And G-E engineering improvements mean that these wonderful new refrigerators are actually *less expensive* to operate than former models.

There is a General Electric Refrigerator model

and size to suit your needs—equipped with all the special features which mean convenient and reliable food storage.

Five-Year Protection Plan

Included in the price of every General Electric Refrigerator is a five-year protection plan. This plan consists of a one-year warranty against defective materials and workmanship on the complete refrigerator, plus additional four-year protection on the sealed refrigerating system.

SPECIFICATIONS FOR GENERAL ELECTRIC REFRIGERATORS

Model No.	Net Volume* Cu Ft	Shelf Area* Sq Ft	Ice-making Equipment	Ice-making Capacity Lb	Approximate Freezer Capacity Lb	Cabinet Equipment	Dimensions—inches** Height Width
NH-10	10.0	19.3	3 Trays	6	70	Butter conditioner, 2 vegetable drawers, ice-tray release, covered dessert pan, thermometer, 2 automatic lights.	67 32 11/16
NF-10	10.3	18.6	4 Trays	8	32	Butter conditioner, meat-storage drawer, 2 vegetable drawers, ice-tray release, automatic light, wire basket.	63 15/16 32 11/16
NC-10	10.3	17.8	4 Trays	8	32	Meat-storage drawer, fruit and vegetable drawer, ice-tray release, automatic light.	63 15/16 32 11/16
NH-8	8.2	14.1	3 Trays	6	53	Butter conditioner, 2 vegetable drawers, ice-tray release, covered dessert pan, thermometer, 2 automatic lights.	63 7/16 29 11/16
NF-8	8.0	14.5	4 Trays	8	32	Butter conditioner, meat-storage drawer, 2 vegetable drawers, ice-tray release, automatic light.	59 1/4 29 11/16
NC-8	8.1	14.0	4 Trays	8	24	Meat-storage drawer, 2 vegetable drawers, ice-tray release, automatic light.	59 1/4 29 11/16
NB-8	8.1	14.4	4 Trays	8	24	Chiller tray, vegetable and fruit drawer, ice-tray release, automatic light.	59 1/4 29 11/16
NF-6	6.0	11.8	2 Trays	4	17	Meat-storage drawer, vegetable and fruit drawer, automatic light.	53 24 1/16

*NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION RATING

**INCLUDING HARDWARE



In the old-style 6-cubic-foot refrigerator, the type you probably own today, you can store this much food under refrigeration. Old-style designs limit you to this amount—and no more!



In the new General Electric 8-cubic-foot Space Maker, look at all the food you can keep under refrigeration. Actually $\frac{1}{3}$ more—and yet it fits in the same kitchen floor space!

NEW GENERAL ELECTRIC

Refrigerators

Give You $\frac{1}{3}$ More Refrigerated Food-storage Space

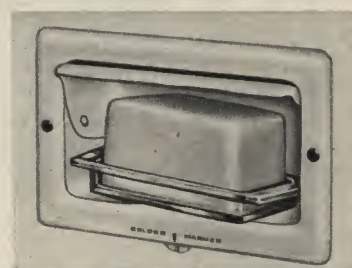
MORE THAN 2,000,000 General Electric Refrigerators have been in use for ten years or longer.

And today's new Space Maker—greatly improved in engineering and design—is the greatest refrigerator ever to carry the General Electric monogram.

It gives you from 25 to 50 per cent more

storage space, depending on size . . . it has more freezing capacity . . . it makes ice cubes $33\frac{1}{3}$ per cent faster—and yet it actually consumes less electricity than earlier designs.

Only the new General Electric Space Maker gives you *all* of these convenience features—



Butter Conditioner—Keeps butter at spreading softness . . . easy to cream.



Bottle-storage Space—Holds up to 12 square, quart-size milk bottles.



Meat Drawer—Six inches deep. Holds large roasts.



Sliding Shelf—Adjustable. Slides easily. Can be removed for use as tray.



Big Frozen-food Compartment—Holds many frozen foods, plenty of ice cubes.



Fruit and Vegetable Drawers—Glass-topped drawers will hold $\frac{2}{3}$ bushel.

The Number-1 *Farm Home* *Refrigerator*

General Electric's 10-cubic-foot Space Maker
Designed and Built Especially for Farm Families



NC-10

20 DIFFERENT
IN THIS ONE



This is just one of the arrangements possible with the big 10-cubic-foot G-E Farm Home Refrigerator. By removing one full-width shelf, space is provided for the storage of a 25-pound turkey and 14 dozen eggs! Notice that there is still ample room for the storage of the usual household items.

Plenty of Room—Bottle shelf will hold two gallons of milk, plus other bottles and cans! On the full-width shelves there's plenty of room for extra-large quantities of the usual household items. Large frozen-food compartment holds up to thirty-two pounds of frozen food; big, roomy six-inch-deep meat and vegetable drawers, too!

Economical Operation—Cooled by the famous, improved General Electric "sealed-in" refrigerating system. Has $\frac{1}{4}$ more refrigerated storage space than previous models, yet it actually consumes less electricity!

Equipment—Four ice trays, ice-tray releasing lever, meat-storage drawer (850 cu in.), fruit-and vegetable-storage drawer (850 cu in.), automatic interior light.

Glyptal*—baked-enamel exterior; porcelain-on-steel interior. 10.3-cu-ft capacity, 17.8-sq-ft shelf area. Eight-pound ice-making capacity. 63 $\frac{1}{8}$ in. high, 32 $\frac{1}{8}$ in. wide. NC-10

*TRADE-MARK REG. U.S. PAT. OFF.

SHELF ARRANGEMENTS ROOMY REFRIGERATOR

• We know that farm families have to store larger quantities of food than most city families. Therefore, we designed this big, roomy 10-cubic-foot refrigerator so that you can arrange the shelves in no less than 20 different ways—to accommodate an amazing amount of food!



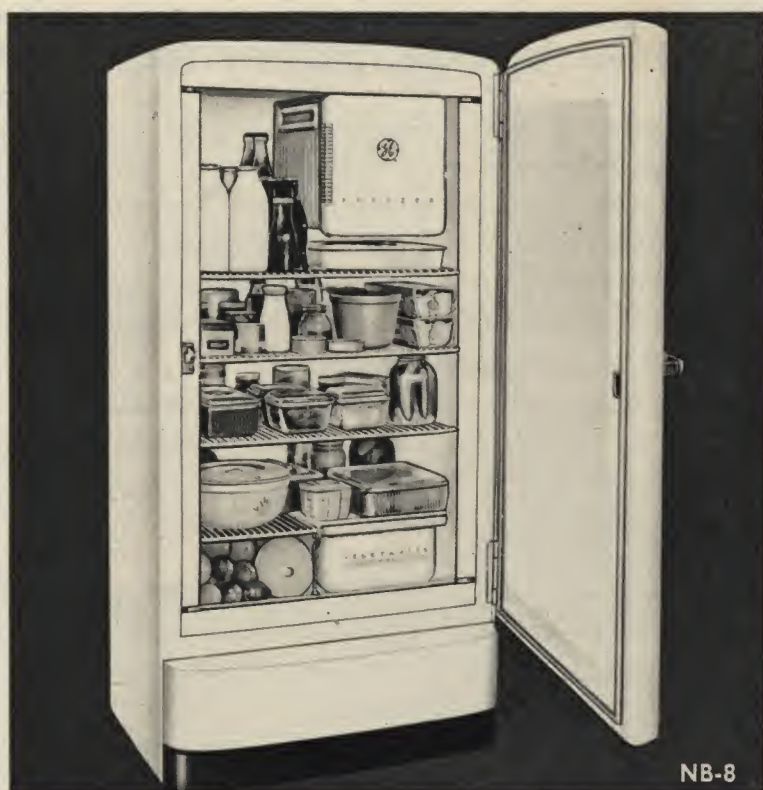
By removing the utility shelf (the small shelf over the bottle shelf), it is possible to store a three-gallon milk can and a one-gallon cream jar on the bottle shelf. There's still plenty of room for a crock of lard, a four-pound chicken, a nine-pound ham, as well as a lot of other things!



Or, by removing one of the other full-width shelves, plenty of space is provided for a three-gallon milk can and 14 dozen eggs, with lots of space left for regular household items. Notice that there is plenty of room for a big 4½-pound roast in the frozen-food compartment!



Still another arrangement is to remove one full-width shelf and the wire half shelf for the storage of a five-gallon milk can and 14 dozen eggs. There's plenty of space left for a one-gallon jar of biscuit mix, a one-quart jar of brown sugar, and a four-quart cream can!



NB-8

Low-priced 8-cubic-foot General Electric Refrigerator

Low in price, but high in value, this 8-cubic-foot model is cooled by the famous General Electric sealed-in refrigerating system . . . thus providing the same dependable, year-in, year-out service as the de luxe models.

Features include a five and one-half-inch deep fruit and vegetable drawer (715 cubic-inch capacity); a frozen-food compartment that is equipped with four ice trays and holds up to 24 pounds of frozen food; meat chiller tray; trigger-action door latch that means no door slamming—a light touch of the fingers, and the door shuts automatically.

Dimensions: 59¼ in. high, 29½ in. wide.

NB-8

New Space Maker Refrigerator

with Large Frozen-Food Compartment

New Space Maker design gives one-quarter to one-third more refrigerated storage space in almost exactly the same floor space as that previously occupied by smaller-size models.

Stainless-steel frozen-food compartment holds 32 pounds of frozen foods . . . has four ice-cube trays. Big meat, fruit, and vegetable drawers—room for two-thirds of a bushel of fruits and vegetables. Ample bottle storage, butter conditioner, and sliding adjustable shelf.

Available in 8- or 10-cu-ft models.

Equipment: Butter conditioner, four ice trays, ice-tray release, meat-storage drawer (825 cu in.), two fruit and vegetable drawers (NF-8—1500 cu in.; NF-10—1700 cu in.), automatic interior light, wire basket for storage of eggs and other small articles.

Glyptal* baked-enamel exterior; porcelain-on-steel interior. **NF-10** —10.3-cu-ft capacity, 18.6-sq-ft shelf area; 8-pound ice-making capacity. 63 15/16 in. high, 32 11/16 in. wide.

NF-8 —8-cu-ft capacity, 14.5-sq-ft shelf area; 8-pound ice-making capacity. 59 1/4 in. high, 29 11/16 in. wide.

*TRADE-MARK REG. U.S. PAT. OFF.



NF-10



NC-8

Popular Space Maker Model

◀ Equipped with the same famous General Electric sealed-in refrigerating system used in the most expensive models.

Has 8.1 cubic feet of refrigerated storage space. Holds 24 pounds of frozen foods . . . has four ice-cube trays.

Big, roomy fruit and vegetable storage drawer and meat-storage drawer. Holds 12 square, quart-size milk bottles.

Also available in six-cubic-foot model.

Equipment: **NC-8** —four ice-cube trays, ice-tray release, meat-storage drawer (675 cu in.), two fruit and vegetable drawers (1350 cu in.), automatic interior light.

8.1-cu-ft capacity, 14-sq-ft shelf area; 8-pound ice-making capacity. 59 1/4 in. high, 29 11/16 in. wide.

NF-6 —two ice-cube trays, fruit and vegetable drawer, meat-storage drawer (360 cu in.), automatic interior light.

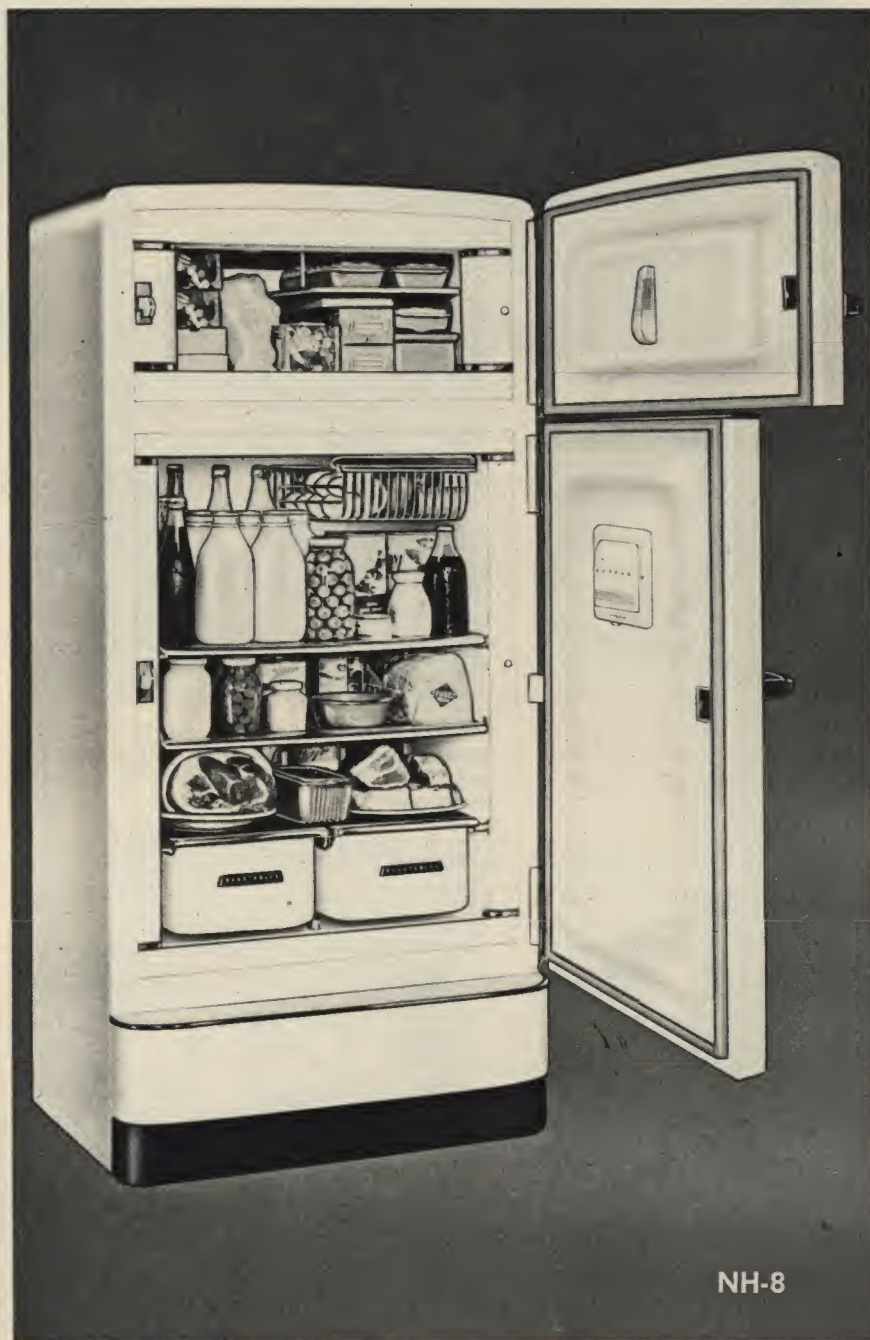
6-cu-ft capacity, 11.8-sq-ft shelf area; 4-pound ice-making capacity. 53 in. high, 24 1/16 in. wide.

Glyptal baked-enamel exterior; porcelain-on-steel interior.

GENERAL ELECTRIC

Two-Door Combination *Refrigerator-Home Freezer*

Here's Something *Brand-new* and *Exciting* in Refrigerators!



NH-8

You get a separately refrigerated and separately insulated home freezer—with its own separate door.

You get a separately refrigerated and separately insulated Space Maker Refrigerator—with its own separate door.

Zero Compartment: For quick-freezing foods and ice cubes, and for dependable long-time storage of frozen foods. Will maintain zero temperature constantly.

Only a Zero Compartment can keep frozen food as long as 12 months!

Fresh-Food Compartment: Gives you “moist cold” for storage of fresh foods.

No need to cover dishes—and you never need to defrost it!

This great, new refrigerator is cooled by the famous General Electric sealed-in refrigerating system . . . airtight, oiltight, and unsurpassed for year-in, year-out dependable performance.

Equipment: Butter conditioner, three ice trays, ice-tray release, covered dessert pan, thermometer, two vegetable drawers (total: 1500 cu in.).

Glyptal baked-enamel exterior, porcelain-on-steel interior. Zero compartment lined with anodized aluminum. NH-8—total refrigerator storage space, 8.2 cu ft. Zero compartment, 1.5 cu ft. Total shelf area, 14.0 sq ft. 63 7/16 in. high, 29 11/16 in. wide. NH-10—total storage space, 10 cu ft. Zero compartment, 2 cu ft. Total shelf area, 19.3 sq ft. 67 in. high, 32 11/16 in. wide.

GENERAL ELECTRIC

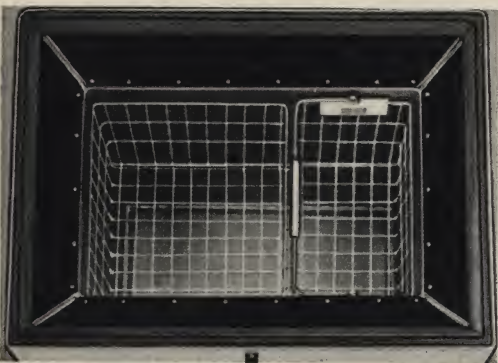
Home Freezers

Better Meals . . . Less Work . . . Lower Food Bills

Counterbalanced cabinet lid opens and closes with practically no effort, and remains open automatically. Positive-acting latch seals lid tightly, keeps cold in.



Packages of food to be frozen can be placed along the sides of the cabinet, for freezing coils are located directly in all walls. Handy shelf provides additional storage.



Removable wire baskets in the upper section of the storage cabinet make it quick and easy for you to get at all foods. Make the sorting of different kinds of foods easy.



The cabinet exterior is made of heavy-gauge all-steel, finished with stain-resistant, baked Glyptal* enamel. Cabinet is insulated with four in. of protective Fiberglas.

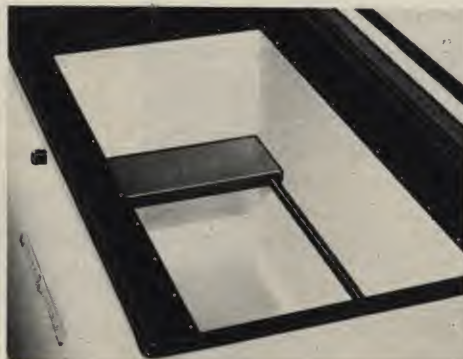
*TRADE-MARK REG. U.S. PAT. OFF.

Freezing is the practical, modern method of food preservation in the home—quicker, easier, and more economical than old-fashioned methods.

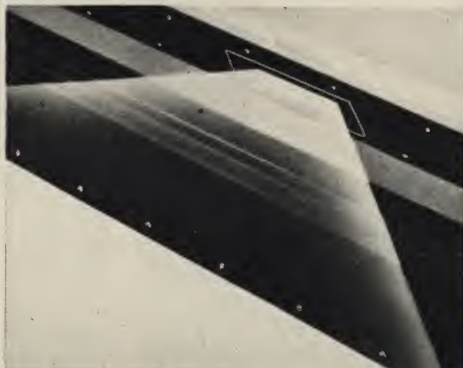
You can preserve meats, poultry, fruits, vegetables, and many cooked foods at the very peak of their flavor and goodness—and store them up to as long as one year.

General Electric Home Freezers are equipped with the same sealed-in refrigerating system that has made the General Electric Refrigerator famous for reliability and economy for many years. The "Perfect-seal" cabinet hoards cold, keeps operating costs down to only a few pennies a day.

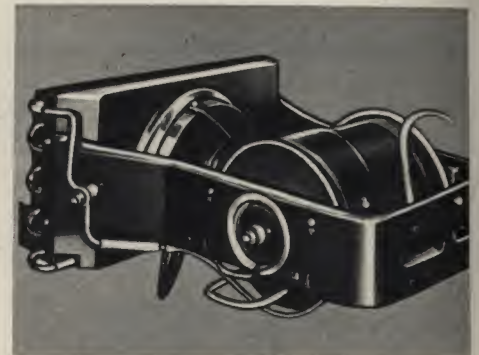
There is no finer appliance for freezing foods in the home—and if you rent a locker in a commercial freezing plant, you will find the General Electric Home Freezer essential as a home frozen-food storage cabinet.



This handy shelf (which is part of the eight-cubic-foot freezer) provides additional, convenient storage space . . . makes it easy to reach any special packages.



Automatic floodlight lights entire cabinet when the lid is opened—goes off when the lid is closed. No fumbling in the dark in the General Electric Home Freezer!



General Electric sealed-in refrigerating system is airtight, never needs oiling, and has an unsurpassed record for year-in, year-out dependable performance.



Temperature automatically controlled by a simple, adjustable dial. Normal setting (position 1) maintains zero degree constantly—for freezing or for storage of frozen foods.



NA-8

8-Cubic-Foot Home Freezer

Freezes and stores 280 pounds of assorted foods at zero degree or lower.

Automatic temperature control maintains freezing and storage temperature. All-steel cabinet with four-inch Fiberglas insulation. Handy shelf for additional storage space. Automatic interior light.

Wonderful for farm use. You can freeze your best grades of meat, poultry, fruits, and vegetables when prices are low—and keep them fresh until needed.

Keeps game or fish fresh until wanted. Stores ice cream by the gallon.

Equipment: three wire baskets, thermometer, automatic interior light.

Glyptal baked-enamel exterior, aluminum interior. Eight-cu-ft capacity. Exterior: 36 in. high, 48½ in. wide. Interior: 20 in. deep, 39½ in. long, 17½ in. wide. **NA-8**



4-Cubic-Foot Home Freezer

Freezes and stores 140 pounds of assorted foods at zero degree F or lower.

A real aid to a better, more convenient way of living. You'll wonder how you ever got by without a General Electric Home Freezer.

"Perfect-seal," all-steel cabinet with aluminum liner. Four-inch Fiberglas insulation. Automatic interior light illuminates entire cabinet when lid is opened. Automatic temperature control.

Equipment: two wire baskets, thermometer, automatic interior light.

Glyptal baked-enamel exterior; aluminum interior. Four-cu-ft capacity. Exterior: 36 in. high, 33 in. wide. Interior: 19½ in. deep, 24 in. long, 14¾ in. wide. **NA-4**



NA-4

Refrigeration on

For Better Living— More Stable Farm Income

Modern refrigeration brings many new opportunities for better farm life and increased farm income.

It means better food for the farm home the year round—but even more important, it means you can harvest your produce—collect your dairy and poultry products as nature dictates—and hold them at the peak of their quality and goodness. You can market them at your own convenience—still at top quality and top price. You can save time and money by delivering in larger loads and fewer trips. Many produce men pre-cool vegetables so that they arrive at market in prime condition, even after a long haul.

Long-term refrigerated storage makes it possible for you to store fruits and other products for months, until the market is most favorable. You can avoid glutted markets and low prices, and make your labor worth while.

The Equipment There are two general types of refrigeration equipment for the farm—factory-built units, or units specially built into your own buildings.

Ready-made, manufactured units include milk coolers, reach-in storage refrigerators, and farm freezers. They are self-contained and ready for operation as soon as they are plugged into an electrical outlet.

Specially built units include walk-in refrigerators, cold-storage buildings, and locker plants.

Selection and use of any large refrigeration equipment is a job for an expert. A trained refrigeration man can select standard refrigeration units and install them to do a good, economical job. He will balance original cost against inexpensive upkeep and good maintenance service. When you plan a major farm refrigeration installation be sure to consult your authorized G-E commercial refrigeration distributor or dealer.



Milk and Cream Coolers—Whether you have 4 cows or 400, there is a milk cooler equipped with a G-E refrigeration unit suited to your needs. It will cool milk from 90 degrees to less than 50 degrees in only 40 minutes—at a cost of about ten cents (at national average rates) per hundred pounds of milk.



Egg Cooling—Eggs quickly cooled by electric refrigeration (not to be confused with cold storage) bring premium prices. Best for this purpose is a large cold-storage refrigerator or a walk-in cooler equipped with G-E condensing unit and G-E "Conditioned Air" cooling unit.



Fruit and Vegetable Storage—More and more progressive farmers are increasing their income by storing vegetables and fruits, particularly apples, under electric refrigeration to command top prices. Here again, G-E "Conditioned Air" cooling units provide the ideal conditions for such storage.



Food Freezers—Here is really adequate food freezing and frozen-food storage for farm families. G-E Food Freezers are available in 18- or 26-cubic-foot models, with big separate compartments for freezing and storage. A valuable addition to locker-plant use—saves on food costs.



Farm Storage Refrigerators—Factory-built storage refrigerators equipped with General Electric refrigeration are available in 15-, 25-, and 35-cubic-foot sizes. For dependable, economical service in all ready-made units, be sure that they are equipped with a G-E condensing unit.

the Farm

How a Refrigeration System Operates

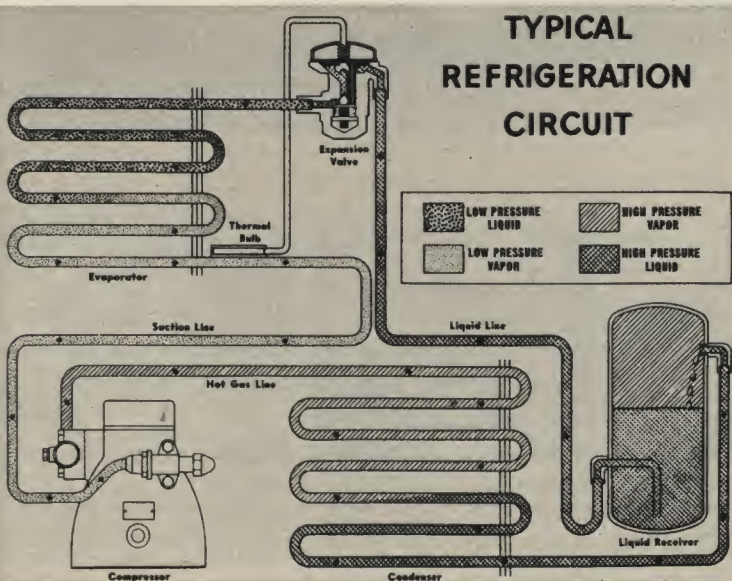
The only way to cool something is by removing heat from it.

Water or perspiration cools your skin because the heat required to evaporate it is taken from your skin. In this case, the liquid is a refrigerant. There are many refrigerants—but the most modern, safe, and practical is a complex chemical called Freon.

When Freon evaporates, it absorbs a great deal of heat from everything around it. You could get refrigeration by letting a pan of Freon evaporate in the open air—but it would be troublesome and very expensive. Refrigeration equipment keeps the refrigerant in a closed system, to make it work over and over again. It acts almost like an endless conveyor belt—picking heat up at one point and carrying it to another where it can be dumped in air or water.

The diagram below shows this refrigerant conveyor belt. The Expansion Valve controls the flow of the refrigerant as it passes into the coiled pipe called the Evaporator. Here it begins to evaporate because the Compressor has lowered the pressure in this part of the system. As it evaporates, it draws heat through the metal pipe, cooling everything in the refrigerated space beyond it.

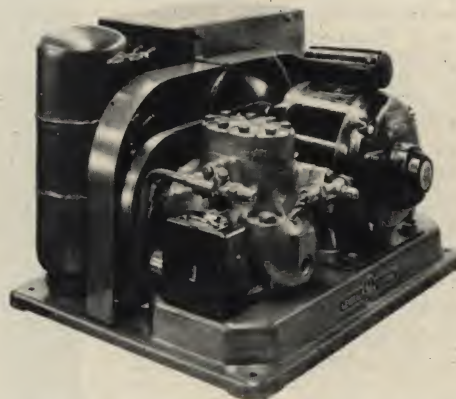
The heated refrigerant, now a vapor, is drawn out by the Compressor and forced into a second coiled pipe—the Condenser. Here the vapor is cooled simply by blowing the cooler room air over the outside of the Condenser coil. In large units water flows over the coils. As it cools, the refrigerant returns to liquid form and returns to the Liquid Receiver, where it is ready to start its job all over again.



The Basic Components

The **Condensing Unit** is the heart of the refrigerating system. It is a compact assembly of the following elements:

1. The pump or compressor
2. The electric motor to drive the compressor
3. The electric controls for the motor
4. The condenser coil and fan
5. The refrigerant liquid receiver



General Electric commercial condensing units are available in sizes for every refrigerating need—from milk coolers to large-scale food freezers. They are heavy-duty units designed for long, dependable service at low operating cost.

The **evaporator** may take many different forms. The unit used in walk-in coolers and other fresh-food storage is an assembly of the following elements:

1. The evaporator coil of finned tubing
2. The refrigerant control or expansion valve
3. The electric fan to circulate air



General Electric "Conditioned Air" cooling units give outstanding results largely because of General Electric's exhaustive studies of foods, their structure, and the causes of spoilage.

Proper refrigeration is more than just cooling. Humidity control is equally important to prevent foods from drying out or sliming. Positive gentle air circulation must be maintained for quick cooling and for even temperature.

General Electric "Conditioned Air" cooling units provide a balanced combination of proper temperature, humidity and air circulation to maintain quality, appearance, and weight of fresh foods. Units are available in sizes to meet almost all farm storage needs.

General Electric's Exciting New

FAST AND EASY "SPEED COOKING"! JUST TOUCH A

From their beautiful "new look" to their automatic "Speed Cooking" features, here are ranges you will cheer—and then cheer some more.

They are General Electric's **REALLY NEW "Push-button"** ranges. All cooking controls are 10 inches above the cooking surface. Easier to see. No need to grope behind hot utensils.

Easier to operate. Touch a button—there's the cooking speed you want.

Superfast Calrod* units throughout. Tel-A-Cook Lights, one for each cooking speed, and an almost-human Automatic Oven Timer. No-Stain Oven Vent helps keep your kitchen clean.

And, above all, you get famed G-E economy, and tried-and-true G-E dependability.

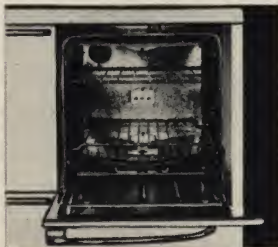
The Liberator

With Two Complete Ovens—one big, Master-size oven; the other two-thirds. One Automatic Timer controls both. Separately heated, timed, and controlled. Just think of all the oven dishes you can cook at once—*automatically*.

Automatic Oven Timer—Just put your meal in the oven, and set the timer clock. Turns oven ON and OFF—automatically. Dinner's ready at exactly the time you select.

Automatic "Push-Button" Cooking—Just push a button for each cooking speed. Each has a different color Tel-A-Cook Light. Plus many more features . . . No-Stain Oven Vent. Minute Timer. Two appliance outlets—one automatically timed. Automatic oven light. Roomy ball-bearing storage drawers. New, high control panel. All-porcelain finish. Dimensions—48 $\frac{5}{8}$ in. high, 27 $\frac{7}{32}$ in. deep, 39 in. wide.

ED1-F1



Tripl-Oven — Master-Oven, Super Broiler—and Speed Oven that heats faster than any other range oven. On Stratoliner and Speedster Ranges.



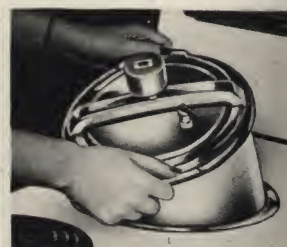
Two Complete Ovens—one big Master size; other two-thirds. Each does *all* oven operations; each Automatic Timer controlled. On Liberator Range.



Ample Storage Space — saves steps. Keeps pots, pans, and utensils at the range where you need them. Quiet, free-sliding drawers.



Thrift Cooker—a 6-quart deep-well cooker that cooks an entire meal. 45 different cooking uses. On Stratoliner and Speedster Ranges.



Tripl-Unit — a built-in, 6-quart pressure cooker. A deep-well Thrift Cooker. Or Calrod unit becomes a fourth surface unit. On Stratoliner Range.

'Push-Button' Ranges!

BUTTON AND THERE'S THE COOKING HEAT YOU WANT!



The Stratoliner

With the G-E Tripl-Unit—a built-in 6-quart pressure cooker—a deep-well Thrift Cooker—or Calrod unit lifts to become a fourth surface unit.

Huge Tripl-Oven—really three ovens in one. Preheats automatically. Master Oven holds 30-pound turkey. Calrod broiler for radiant, charcoal-type broiling. Speed oven heats faster than any other conventional range oven on the market.

New Automatic Timer—cooks a meal by itself. Put your entire meal in the oven—set the clock—and go out for the afternoon. Turns ON and OFF automatically.

Revolutionary "Push-Button" Cooking—Tel-A-Cook Lights tell you what units are on and at what speed. No-Stain Oven Vent. Minute Timer. Two appliance outlets—one automatically timed. Automatic oven light. Roomy, ball-bearing storage drawers. New, high control panel. All-porcelain finish. Dimensions—48 $\frac{3}{8}$ in. high, 27 $\frac{7}{36}$ in. deep, 39 inches wide. **DD2-F1**



Hi-Speed Calrod Units

General Electric's famous-for-speed Calrod units are now designed for quicker heat and longer life than ever before.

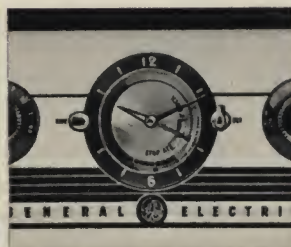
The new Calrod has up to 67 per cent more heated coil length, and up to 40 per cent more coil comes in contact with the cooking utensil. There is no faster electric cooking unit on the market.

All surface units are 5-heat Calrod units—meeting all surface cooking needs.

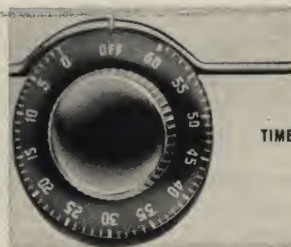
All ranges are designed for operation on 118/236 volt, a-c, single-phase, three-wire service, 60 cycles. For other than standard installation consult your General Electric retailer.



"Push-Button" Cooking—with colored Tel-A-Cook lights. A glance tells you what units are on—and at what speed. On Stratoliner and Liberator.



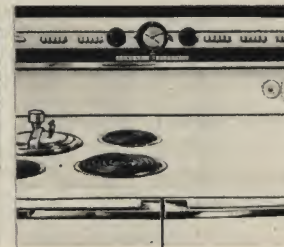
Oven Timer—acts as your chef when you want to go out. Turns your oven ON and OFF. On Stratoliner, Liberator, and Speedster Ranges.



Minute Timer—will time any cooking operation from one minute to one hour. Also useful for timing many other tasks. On Stratoliner and Liberator.



No-Stain Oven-Vent—removes the grease and moisture from oven vapors and helps to keep your kitchen shining bright. On all ranges.



New, High Control Panel—all controls 10 inches above the cooking surface. Easy to see—easy to use—easy to clean. On Liberator, Stratoliner, Speedster.



The Speedster

Another Brand-new, Big G-E Range Value

"Speed Cooking" with wonderful new "trimmings." The great, new General Electric Speedster Range gives you—

New, high control panel design for ease in cooking.

Colored Tel-A-Cook Switches.

Automatic Oven Timer.

Deep-well Thrift Cooker.

Two appliance outlets—one automatically timed.

No-Stain Oven Vent for wonderful cleanliness.

And for the first time in our medium priced ranges—the exclusive **TRIPLE OVEN**.

Oven indicator light. Automatic oven light. Roomy storage drawers. Cooking top and front are all-porcelain finish. Dimensions—46½ in. high, 25½ in. deep, 39 in. wide.

DD1-F1

The Studio

Designed for economy in space and economy in operation. For small kitchens where space is limited.

The same large-size oven as large ranges—same size and type of Calrod surface units.

Automatic oven-temperature control. Oven-vent, oven indicator light, appliance outlet. Cooking top and front are all-porcelain finish. Dimensions—39½ in. high, 25 in. deep, 19½ in. wide.

AP1-F1



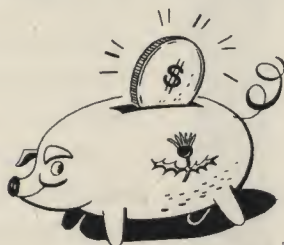
LIFT-THRIFT UNIT. May be used on models DD1-F1, CD1-F1, and CP1-F1. Deep-well Calrod* unit may be easily raised to become a fourth surface unit. Gives ⅓ more surface cooking capacity when needed. **C3-48**



BUILT-IN PRESSURE COOKER. May be used on models DD1-F1, CD1-F1 and CP1-F1—or with Lift-Thrift Unit. Cooks at speeds you never believed possible. Non-pressure lid for deep-well cooking. **C1-48**



It costs You Less to *Cook Electrically*



THERE is a widespread belief that electrical cooking is clean, fast, and convenient—but expensive.

The truth is that electric cooking is clean, fast, and convenient—and, in most parts of the country, it is also *the cheapest method of cooking*.

Many power suppliers offer a special low rate for electric-range users which assures economical electric cooking.

But if your electrical power supplier does not have this special cooking rate—he almost undoubtedly has a sliding rate scale which means that the more electricity you use, the lower your unit cost will be.

This rate scale makes it advantageous for you to use electricity for every job it can do in your home or on your farm.

This rate scale means that you can have electric cooking at a low cost per kilowatt hour.

Compare Your Local Rates With This Table —

IF your rate for electrical cooking is—

THEN the cost of bottled gas would have to be *less than*—

cents per KWH

cents per pound

1.5	3.2
2.0	4.2
2.5	5.25
3.0	6.3
4.0	8.4
5.0	10.5
6.0	12.6
7.0	14.7

—if it is to offer cheaper cooking fuel.

Talk to Your Local Electric Service Company



to see how easily and inexpensively you can enjoy all the wonders of automatic electric "Speed Cooking."

Figures based on actual test by General Electric.

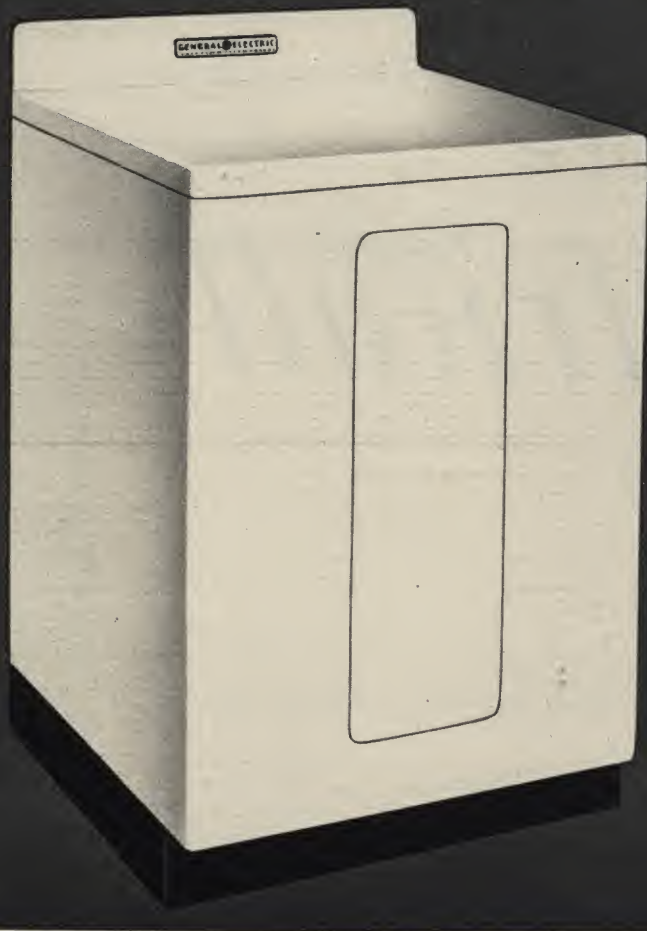


Table-Top Model

Gleaming white baked-enamel finish with black base. Especially designed to give convenient extra work space in your kitchen or laundry. Available in 30- or 40-gallon galvanized tank only. For specifications, see table opposite.



New . . . Heat-Wrap Calrod Heating Unit

The service you get from any water heater—and the cost of its operation—is mainly determined by the heating unit.

The famous Calrod unit, developed by General Electric research, has been used for many years in G-E Ranges and Water Heaters. It is being used in the new General Electric Water Heaters on an entirely different principle.

The new Heat-Wrap Calrod unit completely encircles the water tank, so that the tank wall acts as a conductor to transmit heat to the water over a wide area. It does not depend on air conduction. The Calrod unit is not subject to scaling or corrosive action of the water. Only two tank openings (water inlet and outlet) are necessary.

*TRADE-MARK REG. U.S. PAT. OFF.

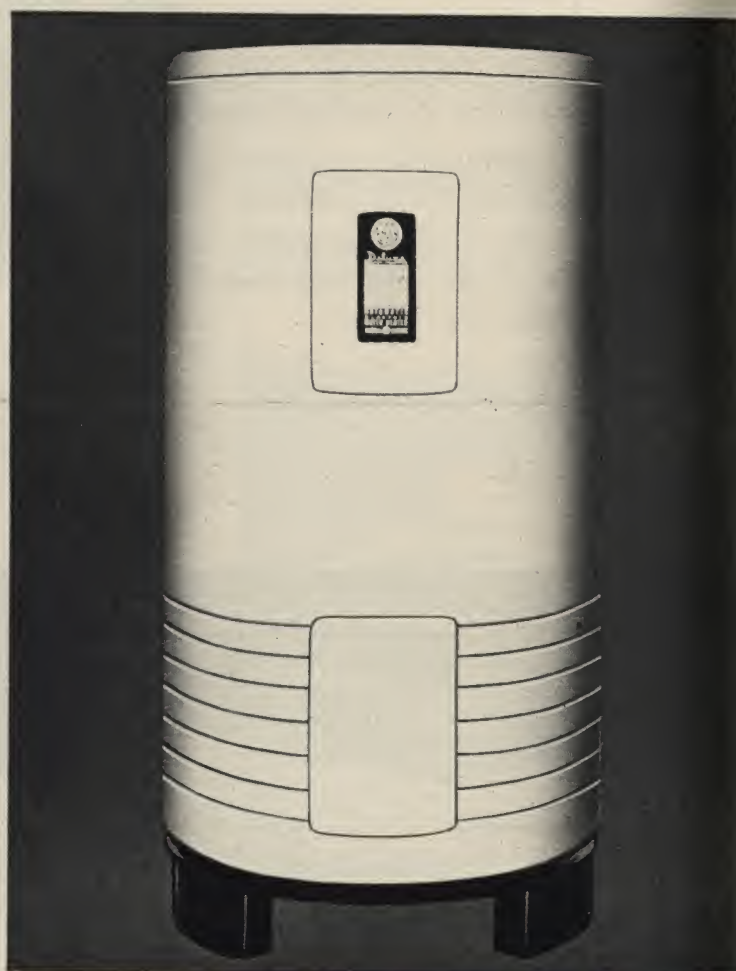
Plenty of Hot

Piping-hot water 24 hours a day with a General Electric Automatic Electric Water Heater.

A really new, really different water heater.

Completely automatic. Needs no attention. No more tending fires or worrying about fuels.

It's clean, safe, convenient, dependable, modern, healthful—and surprisingly low in operating cost because of the new, thrifty, Heat-Wrap Calrod* unit.



Peerless Round Models

Available with galvanized and Monel tanks.

Gleaming white baked-enamel finish with black base. A beautiful appliance that fits into any kitchen, laundry, or bathroom. Provision for temperature and pressure-relief valves. Available in 15- to 82-gallon tank capacities.

For specifications, see table opposite.

Water... Automatically



◀ General Electric "Automatic Brain"

The thermostat keeps uniform water temperature at all times. It snaps on when cold water comes into the heater—starts up the Heat-Wrap Calrod units—heats the water really hot—snaps quietly off again. No noise, no bother.

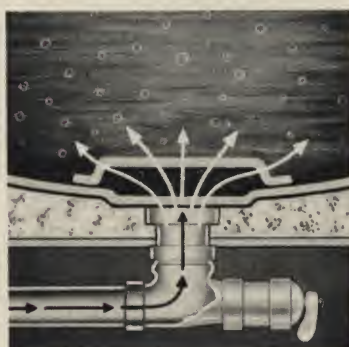
Money-Saving Heat Trap ▶

The hot-water outlet of the tank is fitted with a copper Heat Trap, which prevents wasteful circulation of hot water when water is not being used. Hoards your hot water and saves money.



Cold-Water Baffle ▶

A baffle, or deflector, covers the cold-water inlet at the bottom of the tank to prevent too great a mixture of cold water with the hot water already in the tank. This feature greatly increases the efficiency of the heater and provides a more uniform hot-water supply, as well as lowering your operating costs.



◀ Fiberglass Insulation

A thick blanket of Fiberglass insulation completely surrounds the tank. Average thickness—3 inches. Fiberglass is one of the most efficient insulating materials available. It is nonflammable, nondegrading, and nonsettling. Like a giant Thermos bottle, it keeps the heat in the tank.

WATER HEATER SPECIFICATIONS—Over-all Dimensions

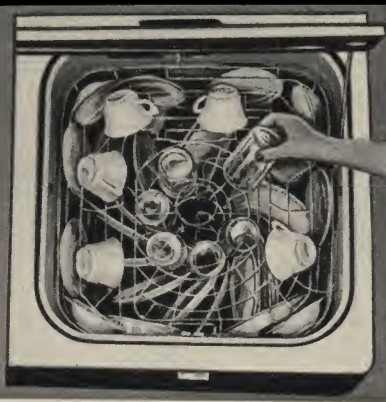
Capacity in Gallons	Catalog Number	Unit Equipment	Tank	Tank Diameter in Inches	Diameter in Inches	Height in Inches	Floor to Cold-water Inlet in Inches	Floor to Hot-water Outlet in Inches	Floor to Service Out- let in Inches	Standard Lower Unit	Wattages** Upper Unit
Peerless Round Models											
15	EG15-1A	Single	Galv.	16	22	28½	2½	20¾	23¾	1500	
30	EG30-2A* EM30-2A*	Twin Twin	Galv. Monel	16 16	22 22	45½ 45½	2½ 2½	37¾ 37¾	40¾ 40¾	600 600	1000 1000
40	EG40-2A* EM40-2A*	Twin Twin	Galv. Monel	16 16	22 22	57 57	2½ 2½	49¾ 49¾	52¾ 52¾	750 750	1250 1250
50	EM-50-2A*	Twin	Monel	20	26	50¾	2½	42½	45½	1000	1500
52	EG52-2A*	Twin	Galv.	20	26	50¾	2½	42½	45½	1000	1500
66	EG66-2A*	Twin	Galv.	20	26	60½	2½	52¾	55¾	1250	2000
80	EM80-2A*	Twin	Monel	20	26	71½	2½	63¾	66¾	1500	2500
82	EG82-2A*	Twin	Galv.	20	26	71½	2½	63¾	66¾	1500	2500
Table-Top Model											
30	EG30-7A	Single	Galv.	20	{24" wide 25" deep}	36	2½	3¾	3	1500	
40	EG40-7A	Twin	Galv.	20		36	2½	2½	1½	750	1250

All models 230-volt, a-c only — except EG15-1A (15-gallon), which is 115-volt or 230-volt, a-c only.

*Also available with single heating unit.

**Also available in wattages to meet the requirements of your local power supplier.

General Electric



Saves Time and Work. Dishwashing by hand is one of your most unpleasant and most time-consuming household chores. The General Electric Dishwasher will do the job for you *automatically*, far better than you can do it by hand. Electric dishwashing will take you only a few minutes each day—giving you more time for leisure activities.



Big Capacity. The General Electric Dishwasher has room for as many as one hundred pieces of china, glassware, and utensils. You can wash pots and pans at the same time as you wash your dishes. Smaller families just let the dishes accumulate—and wash them only once each day.



Sanitary. Steaming hot water, hotter than your hands can stand, is cascaded over every surface of each dish and utensil during washing and double-rinsing. Your dishes come out of the General Electric Dishwasher far cleaner and more sanitary than you can wash them by hand—every time.



Washes Your Dishes the Modern Way — Electrically

Turn a simple control and—*presto!* Dishes, glasses, silverware, pots, and pans are washed and double-rinsed in just a few minutes—and allowed to dry.

The General Electric Dishwasher ends one of your most unpleasant household jobs.

All you need to do is put your dishes in the convenient wire stationary trays, pour a little of the special detergent, Calgonite, in the cup, close the cover, and press the control.

Automatically, the dishes are sprayed, washed, and double-rinsed in water too hot for human hands—the lid opens, automatically, and the dishes dry.

General Electric Automatic Electric Sink—Equipped with G-E Automatic Dishwasher—ready for installation of G-E Disposall. Thus you can have the dishwasher and the Disposall in one compact, beautiful kitchen appliance.

Cabinet of heavy-gauge welded Bonderized steel, finished in white baked-on enamel. Sink top finished in acid-resistant porcelain enamel. Storage cabinet under sink. Requires only standard plumbing and electrical connections. Over-all dimensions: 36 in. high, 48 in. long, 25 in. deep.

115 volts, 60 cycles, a-c only.

Complete with automatic dishwasher.

DE-748

Automatic Electric Sink

GENERAL ELECTRIC

Disposall*

Disposes of All Food Wastes

You can say good-bye to the old-fashioned garbage can and all your garbage-disposal problems.

The G-E Disposall can be easily installed in the G-E Electric Sink—or most kitchen sinks having a drain $3\frac{1}{2}$ to 4 inches in diameter.

You simply scrape all food wastes, including bones, into the sink outlet. They are minced to a fine pulp and flushed down the drain. The Disposall does not clog drains, and costs less than a penny a day at national average rates to operate. Completely safe. Will not operate unless the safety drain cover is locked in place and cold water is flowing. 450 watts, 115 volts, 50-60 cycles, a-c only.

FA-3

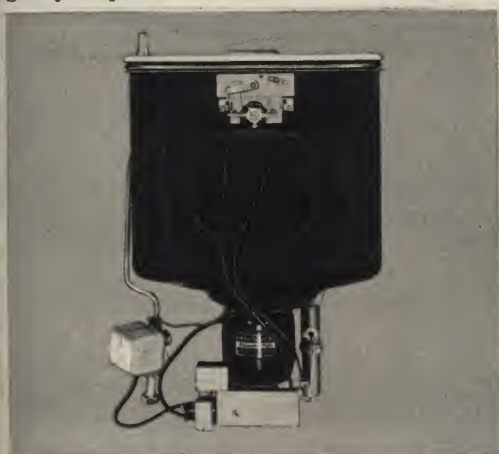
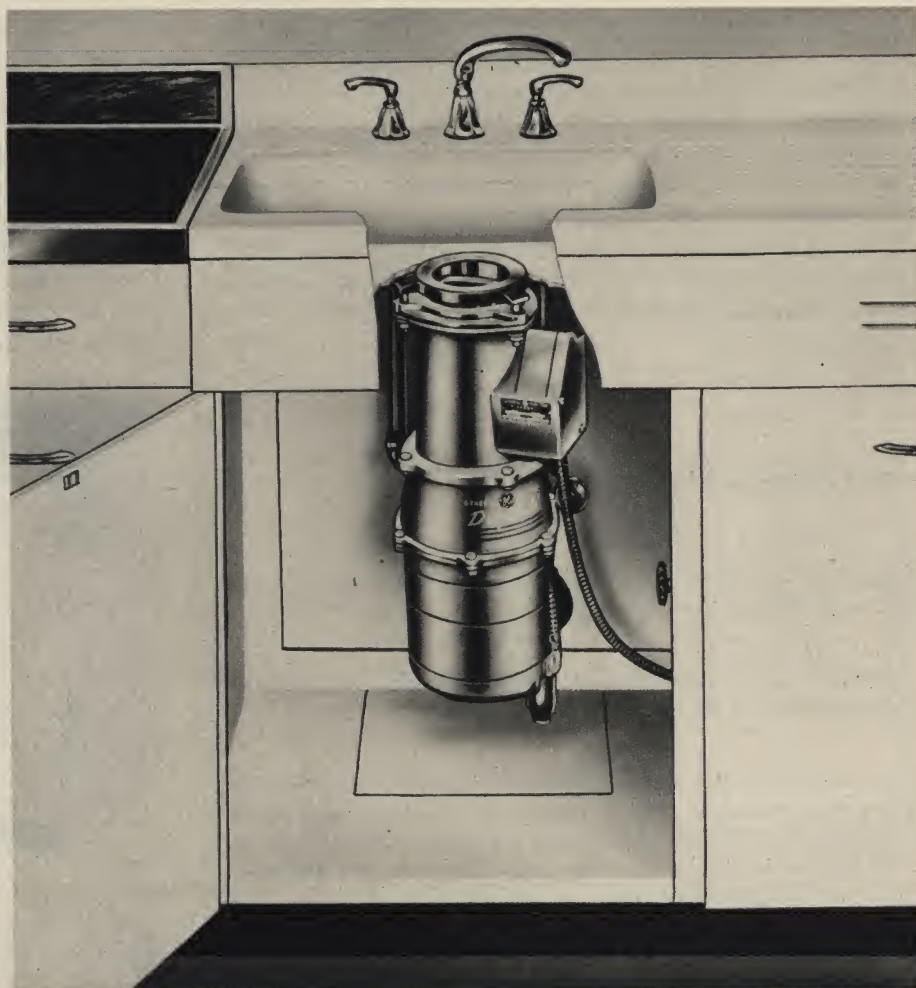
*General Electric's registered trade-mark for its food-waste disposal appliance.

Septic Tank? SURE!

The General Electric Disposall operates equally well with septic tank or city sewage system.

Many sanitation engineers believe that with a septic tank of proper capacity, some phases of the operation of the tank are actually benefited by the use of the Disposall.

Your General Electric retailer will be glad to give you specific information.



General Electric "Drop-In" Automatic Dishwashing Unit

Construction and operation are identical with those of the G-E Automatic Dishwasher in the Electric Sink.

Completely automatic dishwashing unit with motor. Can be installed in counter top or custom-built work surface.

Cover finished in acid-resistant porcelain enamel. Requires only standard plumbing and electrical connections.

420 watts, 115 volts, 60 cycles only. **AE-748**

GENERAL ELECTRIC Cabinet-Model Automatic Dishwasher A complete, separate unit

Construction and operation are identical with those of the General Electric Automatic Dishwasher in the Electric Sink shown on the opposite page.

Fits anywhere in your kitchen. Does away with dishwashing drudgery. A single, simple control takes care of the complete automatic operation—spraying and double-rinsing all your dishes, pots, pans, and glassware.

All-steel frame. Cabinet finished in white, baked-on enamel. Cover finished in acid-resistant porcelain enamel. Requires only standard plumbing and electrical connections.

Occupies space 24 by 25 inches. 36 inches high. 420 watts, 115 volts, 60 cycles only. **BE-748**



Only Cabinets

General Electric Storage Cabinets are an essential part of the complete General Electric kitchen and laundry.

They match G-E appliances in style and dimensions—and they are designed to function with all G-E kitchen and laundry appliances. They give you plenty of storage space for all kitchen and laundry supplies, equipment, and utensils—*right where you need them most.*

And General Electric Storage Cabinets give you complete flexibility in kitchen and laundry planning. Base and wall cabinets are available in six standard widths, from 15 inches through 36 inches. Filler strips are available if

needed. The same cabinets and appliances can be used in a one-wall, two-wall, U-shaped, or L-shaped kitchen—or arranged in individual centers. This flexibility means you can install a complete General Electric kitchen and laundry in almost any available space.

Continuous counter tops covered with heavy linoleum, and trimmed with stainless steel moulding, are available to fit any combination of base cabinets.

Sink fronts, custom-built sink tops in linoleum or plastic, and accessories are available for installations of non-electric sinks in kitchens or laundries.

SPECIFICATIONS

Materials—heavy-gauge sheet steel. Welded construction for strength and rigidity.

Finish—G-E standard "Cabinet White" enamel, bonderized—two-coat, baked-on finish.

Hardware—handles are polished, chrome-plated, zinc die castings with embossed chevron design—to harmonize with hardware on all G-E appliances. Hinges are semi-concealed, open to 180 degrees to permit full accessibility. Positive-grip, bayonet-type, adjustable door catch.

Shelves—all-welded wire shelves for maximum strength and utility. Wall cabinets have prepositioned and removable shelves. Cupboard base cabinets have sliding shelves with stops to prevent accidental removal. Base cabinet shelves are adjustable at three-inch intervals.

Drawers—rigidly constructed. Rolling-ball slides provide smooth, free action. Drawer stops prevent accidental removal.

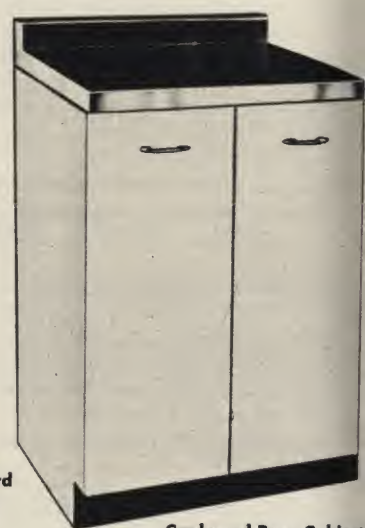
Mounting—backs of wall cabinets are partially recessed for easy installation. Four mounting screws are provided with each cabinet.

Rubber Bumpers—resilient, odorless, white synthetic rubber door bumpers reduce door and drawer noises.

Note: These specifications do not apply to General Electric Storage Cabinets sold west of the Rocky Mountains.



Drawer and Cupboard
Base Cabinet



Cupboard Base Cabinet



Cupboard
Wall Cabinet



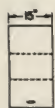
Drawer
Base Cabinet



Two-Door
Utility Cabinet

Make Kitchens

WALL CABINETS



KW-1530

Single-door type

Also available in following sizes:
KW-1830

18 in. wide

KW-2130

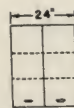
21 in. wide

Double-door type
Also available in following sizes:
KW-3030

30 in. wide

KW-3630

36 in. wide



KW-2430

36 in. wide

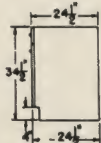


KW-3618

SINK CABINET



KBS-48



SINK FRONTS



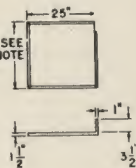
KBF-S24



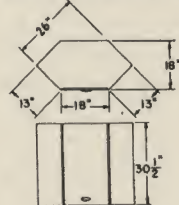
KBF-S36

COUNTER TOP

Stock counter tops come in 15, 18, 21, 24, 30, and 36-inch widths to fit standard base cabinets. Stock counter tops are covered with black marble linoleum and finished in steel molding.

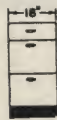


CORNER WALL CABINET



KW-C30

BASE CABINETS



KBD-18

Cupboard drawer type

Also available in the following sizes:
KBD-24

24 in. wide



KBC-D15

Single-door type

Also available in the following sizes:
KBC-D18

18 in. wide

KBC-D21

21 in. wide



KBC-24

Double-door type

Also available in the following sizes:
KBC-30

30 in. wide

KBC-36

36 in. wide



UTILITY CABINET



KU-18

CORNER COUNTER TOP

KTC-LC2626



For the most attractive finishing of the installation of General Electric Storage Cabinets, a complete line of filler strips, scribing strips, soffit trim strips, and corner cabinet fillers is available. A kit for cabinet interior lighting is also available. For these and for installation details, consult the General Electric Storage Cabinet Specification Sheet—Publication No. 5-38.

Note: These cabinets are not available west of the Rocky Mountains.

ACCESSORIES

Utility Rack KBA-UR,
3 1/2-in. deep

Extract Rack KWA-DC
2 3/8-in. deep

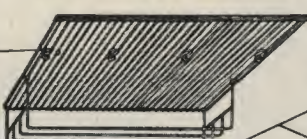


KBA-CB15 KBA-CB18
Cutting Board—fits top
drawer only of drawer
base cabinets

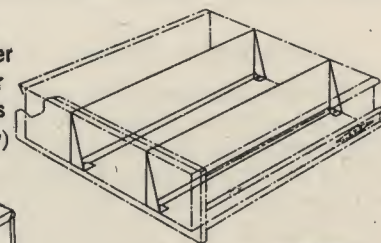


KWA-CH24
Cup Hooks
(package of 24)

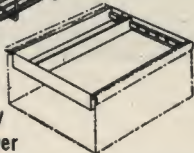
KWA-CR Cup Rack for 24-, 30-
and 36-inch wall cabinets



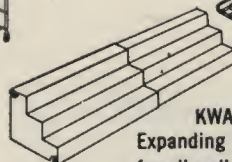
KBA-DD
Drawer Divider
for all drawer
base cabinets
(top drawer only)



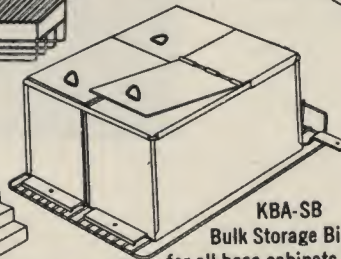
KBA-CT15
KBA-CT18
Cutlery Tray
for all drawer
base cabinets
(top drawer only)



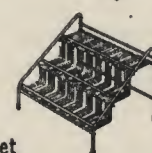
KBA-CF
Pan Cover File



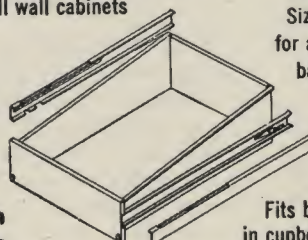
KWA-SC
Expanding Condiment Shelf
for all wall cabinets



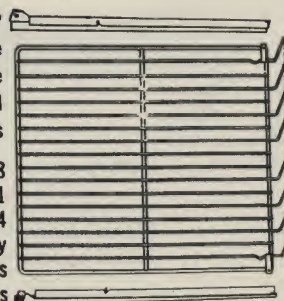
KWA-WC
Wire Condiment
Shelf — may be
used in any wall
cabinet or as a
portable unit



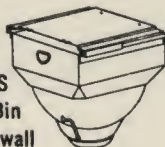
KBA-SB
Bulk Storage Bin Set
for all base cabinets



KBA-SP
Shelf Package
Sizes available
for all cupboard
base cabinets



KWA-FS
Flour Bin
for all wall
cabinets

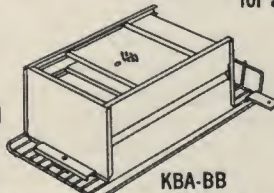


KWA-CS30
Corner Wall
Shelf. Mounts
on ends of
wall cabinets



KWA-LM
Lighting Package
for all wall cabinets

KBA-BB
Bread and Cake Bin
for all base cabinets



KBA-ST18
KBA-ST21
KBA-ST24
Shelf Tray
Fits base cabinets
in cupboard sections

**NEW!
DIFFERENT!**



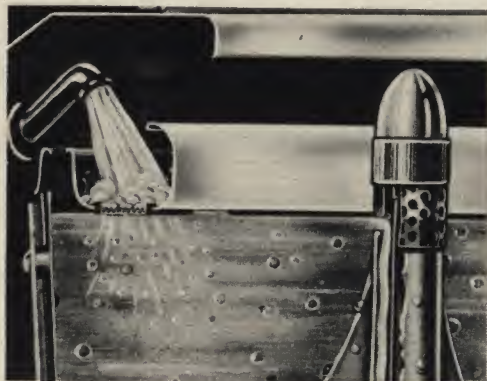
**General Electric
Gives You All These New
Automatic Features**



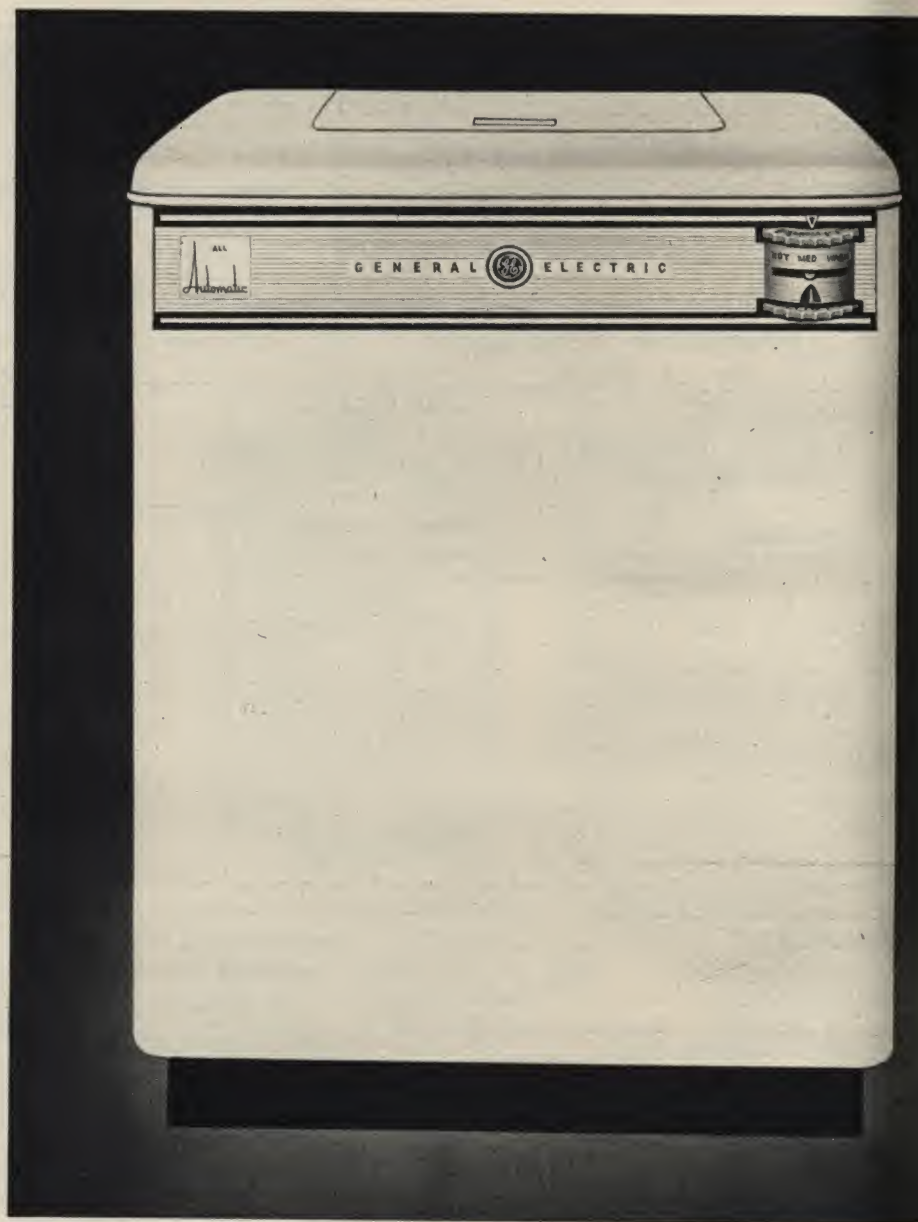
Automatic Soak

▲With General Electric your clothes get a preliminary soak with the famous "Activator* action." Automatically the soak water is emptied and the wash water comes in. Automatic soak is optional. Start with "Wash" if you wish, by skipping soak position entirely. Either way, you set the controls *only once*.

*Trade-mark Reg. U.S. Pat. Off.



General Electric's



Automatic "Filter-Skim" Action

◀With General Electric the water keeps recirculating through filter screens while the clothes are soaking, washing, or rinsing. Soap film and dirt are constantly skimmed off. Washes clothes really clean—and it's *all-automatic*. Your hands never touch the clothes or the water, once the washer has started.



Great All-Automatic Washer

- Automatic in every sense of the word!
- You set the controls only once!
- All by itself, this washer soaks—washes—rinses—damp-dries—shuts off! Cleans itself out! Empties or saves rinse water for next soaking.

The new General Electric All-Automatic Washer is different from any other washer on the market.

It is simple to operate—and *completely* automatic. Just put the clothes in and set the dials. The clothes wash themselves while you go about other tasks.

Powered by exclusive General Electric "Sealed-in-Oil" Motor Mechanism—a simple, quiet mechanism you can depend on year after year. Never needs oiling.

Capacity: 9 pounds of assorted dry clothes; 16 gallons of water. Finished in gleaming white baked enamel on Bonderized steel. Will not chip or stain.

Written 5-year Protection Plan on Motor and Drive Mechanism, including 1-year warranty on entire washer. Approved by Underwriters' Laboratories, Inc.

Dimensions: 36 in. high, 27 in. wide, 27 in. deep.
115 volts, a-c only.

AW6



Many pieces may be taken right from the washer and ironed!

With the great, new General Electric All-Automatic Washer you get high-speed Spin Drying action which removes more water from the clothes than ever before.

PORTABLE!

Doesn't have to be bolted down.
Can be moved anywhere you want it for handy use.

NO STOOPING OR BENDING!

Convenient top opening. Counter height. Furnished with handsome recessed toe board.

QUIET RUNNING!

General Electric "Sealed-in-Oil" Motor Mechanism means no loud, annoying "motor rumble."

Automatic "Spin Drying"

◀ With General Electric, you get such speedy, such thorough "Spin Drying" that many pieces come out *dry enough to iron*. Takes out more water than ever before—twice as much as the best wringer!



Automatic Operation To Suit Your Needs

◀ The All-Automatic washer is completely flexible . . . made to meet *your* washing habits. You can start or stop the soaking-washing-rinsing cycle at any time—or repeat any part of it by simply resetting the control.

GENERAL ELECTRIC

Washers—with “Quick-Clean” *Activator Action*

New De Luxe Washer with “Instinctive” Wringer

A new kind of wringer—the “Instinctive” Wringer. Instantly stops if wringer is pushed or pulled. Remarkably easy to operate. Baked white-enamel drainboard, automatically tilts in proper direction. Washer has the famous Activator action . . . long-life Permadrive mechanism—never needs lubrication. Set the adjustable Automatic Timer for the washing time you want, up to 15 minutes. Washer shuts itself off. Can also be set for continuous operation. Entire washer finished in gleaming white baked-on enamel. Tub, cover, and skirt are Bonderized to prevent rust. G-E “cushioned-power” motor. Capacity: 10 pounds of assorted dry clothes, 19 gallons of water. Dimensions: 49 in. high, 26½ in. in diameter. 115 volts, a-c only. **AW432**



Only General Electric Washers Have —



Activator Action—triple-washing action — soaking, flexing, rubbing—cleans all clothing gently, but thoroughly.



Permadrive Mechanism—with only four moving parts—and accurate, machine-cut gears. Direct drive. Never needs oiling.

GENERAL ELECTRIC WARRANTY

A one-year written warranty against defective materials or workmanship. All washers approved by Underwriters' Laboratories, Inc.



One-Control Wringer Washer

Same wonderful, new Automatic Timer as De Luxe Model.

One-Control Wringer—Finger-tip control. Start—stop—reverse—release—with one simple, convenient control. Famous Activator action. Long-life Permadrive mechanism. Tub finished in white porcelain enamel or shining aluminum. Cover and skirt are white baked-on enamel. G-E “cushioned-power” motor. Capacity: 8 pounds of assorted dry clothes, 17 gallons of water. Dimensions: 47½ in. high, 26½ in. in diameter. 115 volts, a-c only. **AW332**



G-E Economy Wringer Washer

The famous Activator, triple-washing action—cleans all types of clothes gently, but thoroughly. Adjustable wringer with self-tilting drainboard.

Long-life Permadrive mechanism permanently lubricated. Tub, cover, and skirt finished in white baked-on enamel. Convenient hand-height controls. Powerful pump empties tub in 2 minutes.

Capacity: 8 pounds of assorted dry clothes, 17 gallons of water. Dimensions: 46½ in. high, 26½ in. in diameter. 115 volts, a-c only. **AW132**

Automatic Tumbler Clothes Dryer

The appliance that takes over your hardest washday job.

Quickly dries all of your clothes indoors. No more lugging of heavy wash baskets, hanging up clothes, taking them in. Rainy weather no longer interferes with washday.

New, automatic "tumbler" action gently tumbles the clothes in clean, warm air—to dry them soft, sweet, and fluffy—or just damp-dry for immediate ironing.

Automatic Timer regulates drying period. Pilot light tells when dryer is in operation. Beautifully designed steel cabinet finished in two coats of white baked-on enamel. Permanently lubricated mechanism.

Dimensions: 36 in. high, 31 in. wide, 27 in. deep.

4600 watts, 230 volts, a-c only. Cannot be used on ordinary house circuit. Requires special wiring..... **AD6**



The Easiest Way to the Finest Ironing

GENERAL ELECTRIC

Flatplate Ironer

Does the finest ironing job possible in the home—does it fast—and with little work.

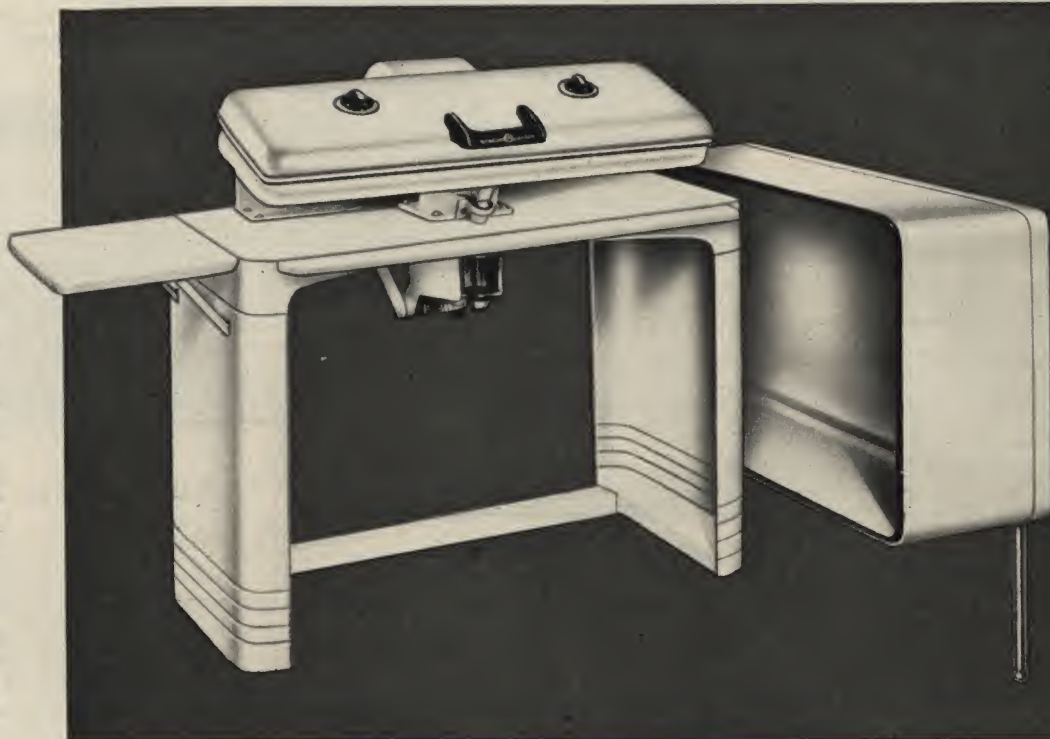
The large ironing surface is *equal to eleven hand irons*. Irons *anything and everything* beautifully.

You sit down to iron. Gentle pressure on handle automatically applies 400 pounds of hydraulic pressure.

Automatically controlled heat for each fabric supplied by famous G-E Calrod* units. 300 square inches of ironing surface. You can do *two* flat pieces at a time.

Beautiful white enamel finish. Folds into handsome cabinet. Dimensions — Closed: 36 in. wide, 19 in. deep, 36 in. high. Open: 56 in. wide, 42 in. deep, 34 in. high. 1575 watts, 110 volts, a-c only.... **AF12**

*TRADE-MARK REG. U.S. PAT. OFF.



LABOR-SAVING, WORK-SPEEDING

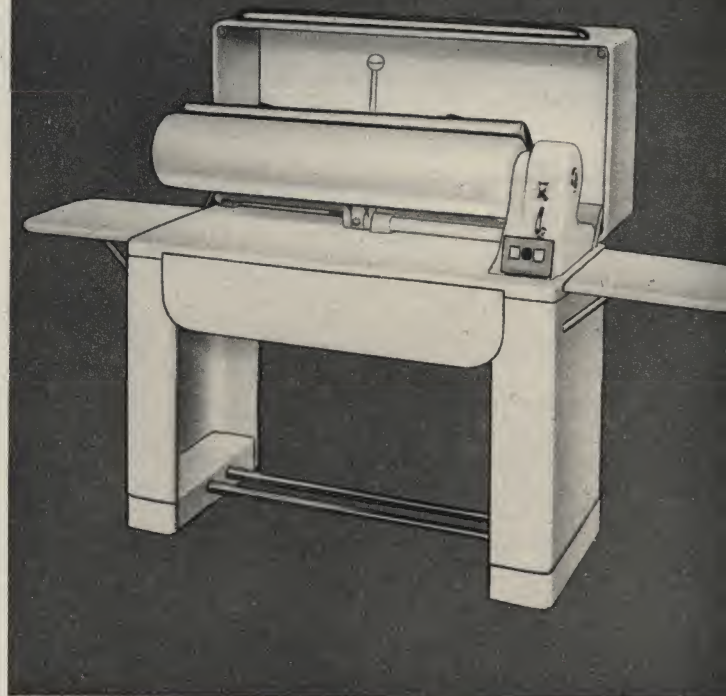
Rotary Ironers

De Luxe Automatic Rotary Ironer

The finest G-E model for automatic rotary ironing. ▶

Does a beautiful job on all your laundry—even shirts and dresses. Two speeds. Easy hand or knee control. Extra-large, 30-inch roll. Automatic heat control—two adjustable thermostats control temperatures from 250° to 450°F. Indicator light tells when current is ON or OFF. Two folding end shelves.

Closes to a beautiful table-top cabinet. Baked-enamel finish will not stain or chip. Dimensions—closed: 37 in. long, 19 in. deep, 35 in. high. Open: 59 in. long, 27 in. deep, 41 in. high. 1575 watts, 115 volts, 60 cycles, a-c only. **AR-20**



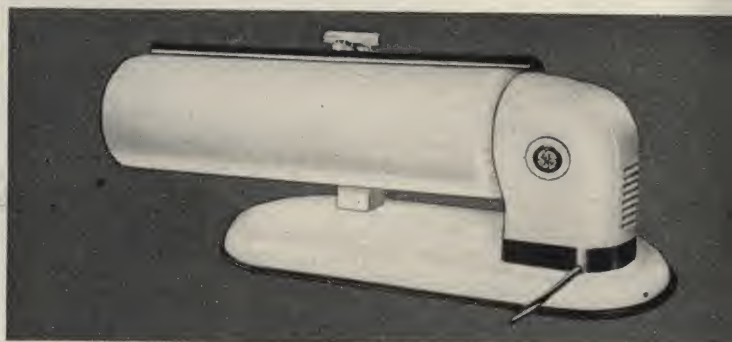
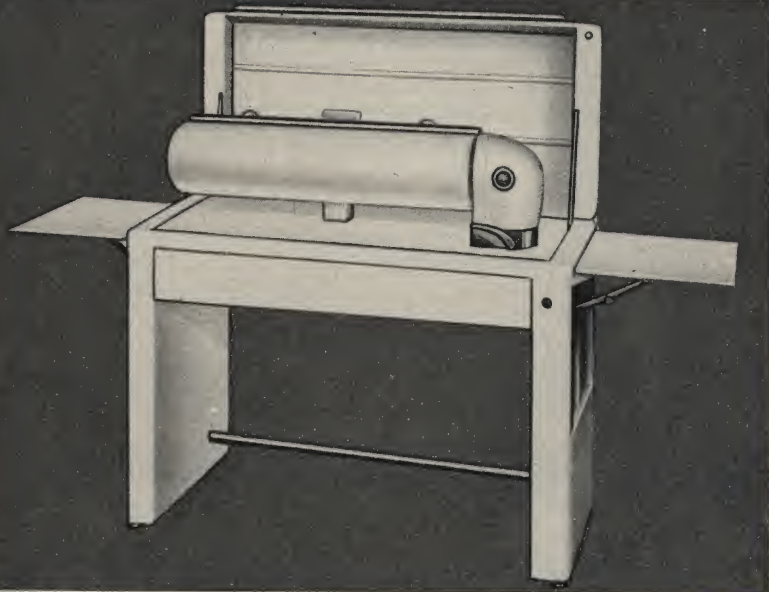
Fold-away Automatic Rotary Ironer

◀ A handsome, streamlined worksaver.

Easy hand or knee control, single-speed, 26-inch roll. Automatic heat control—two thermostats control temperatures from OFF to HIGH of 550°F. Indicator light tells when heating current is ON or OFF. Two folding end shelves.

Folds into table-top cabinet. Baked-white-enamel finish. Dimensions—closed: 38 in. long, 18 in. deep, 30 in. high. Open: 63 in. long, 27 in. deep, 42 in. high. 1575 watts, 115 volts, 50/60 cycles, a-c only. **AR-19**

All General Electric Ironers carry a one-year written warranty against defective materials and workmanship. Approved by Underwriters' Laboratories, Inc.



Portable Rotary Ironer

Lightweight, but a heavy worker. "Finger-tip" lever starts and stops the 22-inch roll, and serves as pressing control. Thermostat provides ON and OFF switch and temperature control. 8-foot cord. Dimensions: 28 in. long, 13 in. high, 10 in. deep. Weight: approximately 35 pounds. 1275 watts, 115 volts, 50/60 cycles, a-c only. **AR-17**

Automatic Portable Rotary Ironer

Really light and easy to lift. Can be used on any table top.

Irons sheets, shirts, dresses. Easy hand or knee control, single-speed, 22-inch roll. Thermostat provides selective control of ironing temperature. Automatic control handle permits starting, stopping, and applying ironing pressure. Eight-foot cord. Dimensions: 28 in. long, 13 in. high, 10 in. deep. Weight: approximately 31 pounds. **AR-18**

1575 watts, 115 volts, 50/60 cycles, a-c only.

Fast, Easy Ironing With General Electric Automatic Irons



Double-duty Steam Iron— Two Irons in One

Changes from a steam iron to a dry iron with a simple twist of the knob. No bulky boiler; No steam pressure!

Converts water to steam one drop at a time. Steam shuts off when iron is set in heel-rest position. No sprinkling, no pressing cloths. "Dial-the-Fabric" control.

4 pounds. Holds enough water for about one-half hour of pressing. G-E Calrod* unit. Double button nooks. Six-foot cord with molded-rubber plug.

1000 watts, 115 volts, a-c only.

119F30

Automatic Iron With Visible Finger-tip Control

No other iron has all the features of this new wonder.

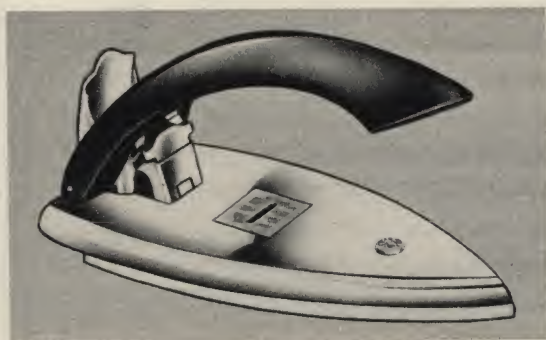
Visualizer Fabric Dial. You see the "Visualizer" dial while ironing. A flick of the finger sets the temperature for all fabrics.

The "Light That Says When." Light tells you the instant the iron is ready.

Large Soleplate. You cover more with every stroke. The 27½ square inches of ironing surface is heated by a G-E Calrod unit.

Plus—cool handle with double thumb rests, double button nooks, *extremely lightweight* (only 2¾ pounds), 6-foot cord. 1000 watts, 115 volts, a-c only.

119F23



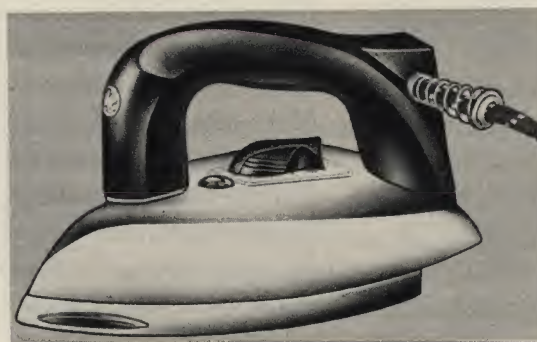
Folding Travel Iron

A 2-pound streamlined beauty that folds neatly and compactly into its smart zipper carrying case.

Can be tucked away in your overnight bag. Cool Textolite* handle with right- and left-hand thumb rests. Indicator on top of iron shows correct temperature for safe ironing of every fabric. Long-life nickel-chromium heating element. Bright, durable chromeplate finish. 6-foot cord.

375 watts, 115 volts, a-c or d-c.

149F18



Automatic Iron

"Dial-the-Fabric" indicator selects and keeps the correct temperature for every fabric. Long-life, cast-in Calrod unit supplies quick, even heat. Cool, comfortable handle with double thumb rests. Double button nooks. Bright, easy-to-clean chrome-plate finish. Weight 4½ pounds. Permanently attached 6-foot General Electric cord with molded-rubber plug.

800 watts, 115 volts, a-c only.

129F22

General Electric Company warrants to the purchaser of any new General Electric heating device that any part thereof (except cord set) which proves to be defective in material or workmanship within one year from the date of original purchase for use will be repaired or replaced free of charge.

All General Electric Irons approved by Underwriters' Laboratories, Inc.

*TRADE-MARK REG. U.S. PAT. OFF.

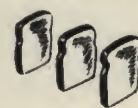
General Electric Servants

Automatic Toaster

[Pops toast up or keeps it warm till you're ready]

Thermostatic control provides perfect toast—as you like it. Smooth drawn-metal top with beautiful chrome-plate finish. Molded Textolite handles and base with mottled-brown finish. The last word in engineering and styling. 6-foot G-E cord with molded rubber plug.

Every slice toasted to your taste



Simply set knob for light, medium, or dark. One slice or twenty—you get it exactly the way you ordered it, every time.

Either pops toast up or keeps it warm



Simply set knob to pop the toast up when it's ready—or set knob to keep it crispy till you're ready.

A breeze to clean!



A snap-out and snap-in crumb tray. No more shaking or prying to get crumbs out. It's easy with this G-E wonder.

1150 watts, 115 volts, a-c or d-c.

159T77

Triple-Whip Portable Mixer

The Only Mixer with 3 Beaters . . . Built-in Light

Mixes, beats, blends, creams, juices, stirs, whips, and performs countless other tiresome kitchen tasks in a jiffy.

Built-in light illuminates bowl. Multi-speed switch close to handle provides one-hand control. Mixer can be inverted for use with juicer and other accessories without removing from base. Or removed from base it can be used to mix gravies or puddings *on the range*. White baked-enamel finish, black Textolite handle. Dough guards keep ingredients in bowl.

Complete with large and small opal-glass bowls, juice extractor, recipe booklet, and all-rubber cord. 150 watts, 115 volts, a-c or d-c.

149M8



Mixer Accessories

Set consisting of drink-mixer attachment with polished-aluminum cup and strainer for malted milks, etc.—food chopper for meats, vegetables, etc.—vegetable slicer and shredder

—handy knife sharpener—metal buffer—and speed-reduction unit. More than doubles the usefulness of your mixer. Packed in convenient carton. **DM8P303**

For Quicker, Better Meals



Automatic Roaster

[The answer to all
your cooking needs!]

Roasts, bakes, pan broils, fries, boils, and steams all kinds of food. Makes easy work of canning. Will cook a whole meal at one time without heating up your kitchen. Cooking temperatures from 150° to 500° automatically controlled by accurate General Electric Thermostat.

Select your favorite meal and set the control dial at the prescribed cooking temperature. Signal light tells when roaster is ON or OFF. Cool, form-fitting handle permits tilting or removing lid without exposing hands to steam, or touching hot surfaces.

Durable, white baked-enamel finish. Heat-resistant glass utensils lift out on wire rack. Adjustable vents control browning of roasts. Capacity, 18 liquid quarts. Will roast a 20-pound turkey, or bake two pies at once. Long-life nickel-chromium heating unit. Blanket-type glass-wool insulation.

Dimensions—over-all: 22¾ in. long, 14¾ in. wide, 12¾ in. high. Includes 6-foot cord and 3-piece set of heat-resistant glass utensils.

1320 watts, 115-volts, a-c only.

153C19



Broiler-Griddle

For Automatic Roaster

For broiling steaks, chops, or cooking pancakes, fritters, etc. A nickel-chromium heating unit with polished reflector and extra-heavy aluminum griddle surface. Attaches directly to wire bake rack of Automatic Roaster. May be purchased with roaster, or separately at any time. 1320 watts, 115 volts, operates on either a-c or d-c. **CXP350**

Roaster Cabinet

Convenient and beautifully designed cabinet to hold the General Electric Automatic Roaster. Also provides ample storage space for other kitchen utensils and appliances. A serviceable addition to your kitchen. All-steel, welded construction. Durable, white baked-enamel finish. Dimensions: 18¾ in. wide, 13½ in. deep, 28 in. high. **78X511**



Automatic *Tastegard* Coffee Maker



The Only Fully Automatic Glass Coffee Maker

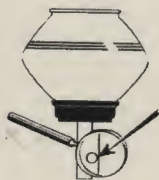
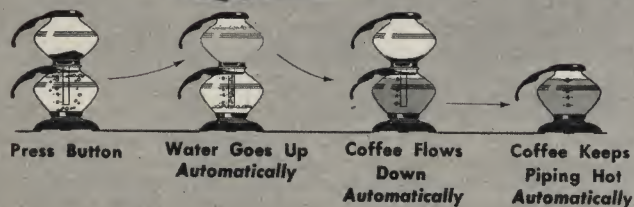
Coffee deliciously flavored to your taste by simply pushing a button... that's all there is to it.

All you have to do is put in the water and the coffee, push the button, and this wonderful coffee maker brews the coffee—*automatically*—and keeps it hot till you're ready. Pilot light tells when warming unit is on.

Black plastic stove with chrome trim. Wide-mouth, easy-to-clean Pyrex* glass bowls. Clamp-on lid, decanter cover. Glass filter rod. Lower bowl marked for cup measurements. Capacity: 8 five-ounce cups. 6-foot cord. 750 watts, 115 volts, a-c only.

129P18

*TRADE-MARK REG. U.S. PAT. OFF.



Tastegard, the secret to really fine coffee, is a feature of *all* General Electric Coffee Makers. *Tastegard* actually controls the flow of water, at just the right temperature, up and over the coffee. And you can brew as little as two cups, or as many as eight cups of flavor-perfect coffee, every time!



Tastegard Coffee Maker—Semiautomatic

Two-heat stove—high for brewing, low for keeping coffee hot. Uniform coffee for 2 to 8 cups every time... thanks to *Tastegard*. Lay-on plastic lid. Monel drainer assembly with filter cloth. Heat-resistant, wide-mouthed bowls. 6-foot cord. Capacity: 8 five-ounce cups.

550 watts, 115 volts, a-c or d-c.

139P17



Tastegard Coffee Maker—Special Electric

A budget-priced electric coffee maker with the exclusive General Electric *Tastegard*.

New, chrome, quick-heating electric stove. Lower bowl marked for 2 to 8 cups. Textolite lid serves as table mat for inverted upper bowl. Monel drainer assembly with filter cloth. Capacity: 8 five-ounce cups. 6-foot cord.

550 watts, 115 volts, a-c or d-c.

119P16



Glass Filter Rod. Easy to use—easy to clean. Standard equipment for General Electric Coffee Makers P15, P17, P18. For replacement—or use in other glass coffee makers.

P8P50



Tastegard Coffee Maker—Range Model

A fine, reasonably priced coffee maker with G-E *Tastegard*. Can be used on electric, gas, coal, or oil ranges. Operates similar to electric models. Wide-mouthed, heat-resistant bowls. Lower bowl cup-marked. Monel drainer assembly with filter cloth. Capacity: 8 five-ounce cups.

109P14



Waffle Iron. Indicator tells when to pour batter. Expanding hinge permits even baking. Waffle size $6\frac{3}{4}$ inches. Wide tray for easy cleaning. Chrome-plate finish with brown Textolite handles. 6-foot General Electric cord.

550 watts, 115 volts, a-c or d-c.

119W4



Twin Waffle Iron. Indicator tells when to pour batter. Bakes two evenly browned $4\frac{1}{2}$ by $5\frac{1}{4}$ waffles. Wide tray base—easy to clean. Gleaming chrome-plate finish with brown Textolite handles. 6-foot cord.

660 watts, 115 volts, a-c or d-c.

119W8



Automatic Waffle Iron. Signal light tells when to pour batter and when waffle is done. Set knob for desired brownness. Base catches batter overflow. Easily cleaned. Gleaming chrome plate with ivory Textolite handles. 6-foot cord.

800 watts, 115 volts, a-c only.

129W9



Automatic Sandwich Grill. Grills, toasts, and fries foods at the table. Select desired temperature with thermostatic-control knob. Light tells when ready. Chrome-plate finish with brown Textolite handles. 6-foot cord, and recipe booklet.

800 watts, 115 volts, a-c only.

139G38



Waffle Grids. Cast aluminum waffle grids for G37 or G38 Sandwich Grills. Interchangeable.

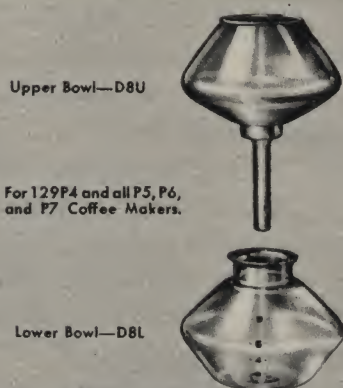
G37P150



Sandwich or Waffle Grill. Grills, toasts, or fries foods. Interchangeable sandwich and waffle grids. Easy to clean. Fast nickel-chromium heating unit. Chrome-plate finish with brown Textolite handles. 6-foot cord, recipe booklet.

660 watts, 115 volts, a-c or d-c.

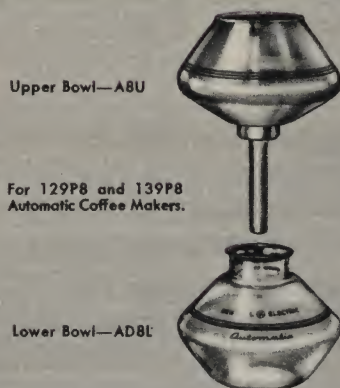
149G37



Upper Bowl—D8U

For 129P4 and all P5, P6, and P7 Coffee Makers.

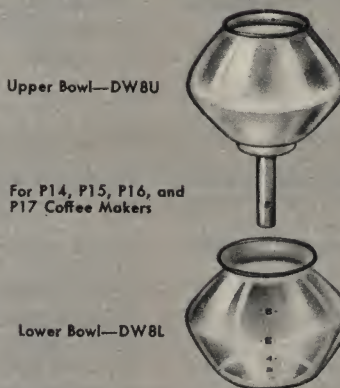
Lower Bowl—DBL



Upper Bowl—A8U

For 129P8 and 139P8 Automatic Coffee Makers.

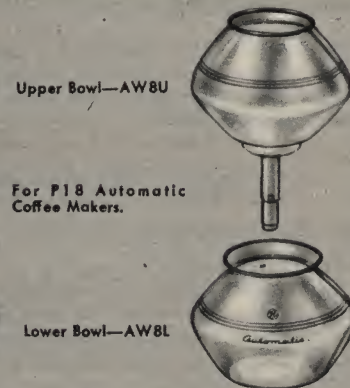
Lower Bowl—ADBL



Upper Bowl—DW8U

For P14, P15, P16, and P17 Coffee Makers

Lower Bowl—DW8L



Upper Bowl—AW8U

For P18 Automatic Coffee Makers.

Lower Bowl—AW8L

G-E Automatic Heating Pads

Every home should have a heating pad. Get an improved General Electric Heating Pad for soothing warmth.

- Attractive—pastel cover, colored cord, ivory switch and plug
- Improved, smaller thermostats
- Removable, washable covers in new designs



Waterproof Three-heat Pad

Waterproof—can be used for wet packs. Three fixed heats—low, medium, high. Hidden zipper makes cover easily removable for washing. Woven fabrics in luscious pastel shades of blue, rose, or green. **PS7A3**



Automatic Three-heat Pad

Three fixed heats—low, medium, high. Snap-on printed cotton cover in gay design—blue, rose, or green. **PS7A2**



Automatic Three-speed Pad

Three speeds of heat. Snap-on cover of napped cotton in blue, peach, and white. **PS7A1**

ALL PADS: 12 by 15 inches. Eight-foot cords with molded rubber plugs. 60 watts, 115 volts, a-c or d-c. Approved by Underwriters' Laboratories, Inc. Handsome, handy zodiac cartons.



Year-round Sunshine with the General Electric Sunlamp

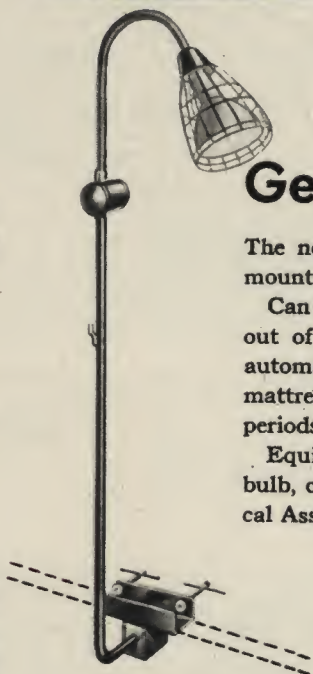
The new General Electric "easy-to-use" sunlamp can be mounted on almost any bed rail.

Can be adjusted to any height or angle—or can be swung out of sight under the bed, when not in use. Concealed automatic switch prevents operation when sunlamp is below mattress level. Built-in automatic timer regulates exposure periods.

Equipped with 275-watt General Electric RS sunlamp bulb, carrying the seal of approval of the American Medical Association Council of Physical Medicine.

Finished in baked-on walnut lacquer. 46 inches high. Operating cost about one cent an hour at national average rates. Ten-foot cord with molded rubber plug. 275 watts, 115 volts, 50-60 cycle, a-c only. **PL3A1**

Approved by Underwriters Laboratories, Inc.



New General Electric Infrared Heat Lamp

We believe this is one of the most useful heat lamps ever designed.

Will stand on any flat surface—can be tilted up or down in an arc of 130 degrees—turned horizontally in an arc of 360 degrees. Will clamp on back of chair, bed, or hang flat against wall.

Supplies penetrating, radiant heat, useful in relieving body aches and sore muscles. Countless

home and farm uses, wherever directed heat is needed.

Brown Textolite base, protective wire guard, baked-on lacquer finish, six-foot cord with rubber plug. 9½ by 10½ by 6 inches. 250 watts, 115 volts, a-c or d-c.

Complete with General Electric infrared bulb. **PL4A1**



Winter-night Comfort with the New General Electric Automatic Footwarmer

The newest thing in sleeping comfort—a product of General Electric research.

Used between upper sheet and blanket, the automatic footwarmer supplies a gentle warmth to the feet all night long.

Not a heating pad. The footwarmer is lighter in construction than a heating pad—and does not give a concentrated heat. It is controlled automatically by thermostats which maintain a mild warmth. Constructed without rubberized fabric to permit evaporation of moisture.

Size 36 by 17 inches. Large enough for one or two sleepers.

Waterproof—The electric system is entirely sealed in, making the footwarmer washable.

Switch—A convenient control turns the pad On and Off.

Colors—Cover of soft, preshrunk cotton in blue, rose, or green.

Economical—Operates for less than one third of a cent a night at national average rates.

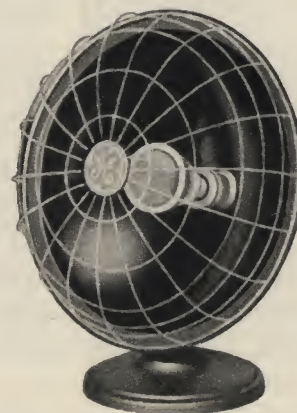
20 watts, 115 volts, a-c or d-c.

PB10A1

Approved by Underwriters Laboratories, Inc.



Quick, Clean, Odorless Heat



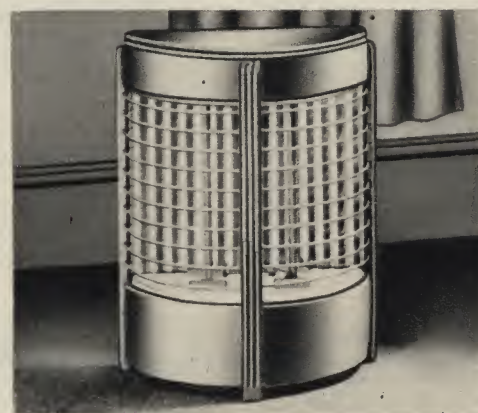
Sunbowl Portable Electric Heater

A beam of heat where you need it.

Lets you dress in cozy comfort on the coldest morning. Adjustable reflector heater. The 14-inch copper-plated reflector bowl can be "beamed" in any direction. Protective guard of copper-plated wire. Durable heating element. Convenient carrying handle. Six-foot, high-quality General Electric cord with molded rubber plug. Attractive, durable brown-lacquer finish. 17½ inches high, 14 inches wide.

1000 watts, 115 volts, a-c or d-c. Approved by Underwriters' Laboratories, Inc.

PH2A1



Arizona Portable Electric Heater

A roomful of heat in a jiffy.

An attractively styled, radiant convection-type heater. Natural draft circulation—no moving parts.

Easily moved from room to room by convenient handle. Two long-life heating elements. Corrugated aluminum reflector. Aluminum-finished wire guard. Beautiful Hammertone-gray exterior finish. Six-foot cord with molded rubber plug. 18 inches high, 13½ inches wide, 8 inches deep.

1320 watts, 115 volts, a-c or d-c. Approved by Underwriters' Laboratories, Inc.

PH1A1

No Winding ... No Ticktock

General Electric Self-starting Clocks

You'll get accurate, dependable time year after year with General Electric Clocks—and never a thought of winding or regulating.

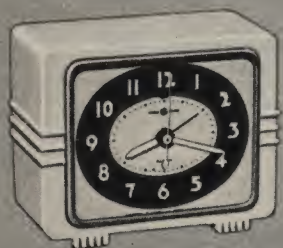
Just plug in your G-E Clock and *forget* it. It is electrically checked and regulated by your electric power supplier with official U. S. Naval Observatory time. Its mechanism is sealed in a lifetime bath of oil.

All General Electric Clocks are equipped with long-life cord sets. 110-volt, 60-cycle a-c is standard. Other frequencies may be had on special order.



Herald. The alarm clock with the exclusive General Electric "Select-A-Larm" feature. You can adjust the alarm volume from a purr to a shout. Antique-ivory plastic case, chocolate-brown dial with ivory hands and numerals. Gold-color bezel and sweep second hand. 4 1/8 in. wide, 4 1/2 in. high, 2 3/4 in. deep.

With luminous dial..... **7H160L**
With nonluminous dial..... **7H160**



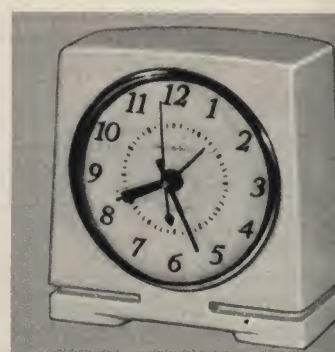
Troubadour. Alarm clock with a pleasant but positive bell-alarm tone. Luminous numerals and hands. Antique-ivory plastic case, easy-to-read dial set in gold-color bezel. 5 in. wide, 4 1/16 in. high, 3 in. deep. **7H118L**



Gay Hour. "Select-A-Larm" feature gives volume control. Mahogany-finished case. Cream-white face, light-tan numerals outlined in chocolate-brown, gold-color hands and bezel. Red sweep second hand, sea-green alarm-set hand. 5 1/4 in. wide, 4 5/16 in. high, 2 1/2 in. deep. **7H162**



Morning Glory. An alarm clock beautiful enough for your mantel. Sturdy metal case with satiny butler-silver finish. Melodious but positive alarm. Gold-color hands and bezel. Polished-gold numerals on etched satin-silver face. 6 1/2 in. wide, 4 3/4 in. high, 3 in. deep. **7H166**



Morning Star. A light behind the ivory-plastic face lights the dial—and acts as a convenient night light. Light may be switched ON or OFF. Ivory plastic case, brown numerals, gold-color hands. 4 5/16 in. wide, 4 9/16 in. high, 2 1/4 in. deep. **7H170K**



Delegate. A beautiful alarm clock with a case of richly grained golden mahogany. Light-cream dial with brown numerals, gold-color hands and bezel. Sweep second hand. 5 in. wide, 5 3/16 in. high, 3 in. deep. **7H140**



Epicure. Kitchen wall clock. Beautiful streamlined case of gleaming molded plastic. Large, easy-to-read cream-white dial with mahogany hands and numerals. Vermilion sweep second hand. Ivory, white, red, or green case. 7 1/2 in. square, 2 in. deep. **2H20**

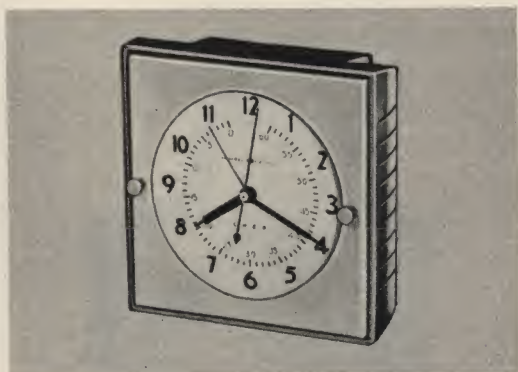


New Hostess. A gracefully designed kitchen wall clock with glistening plastic case. Large enough to be seen easily from any angle. Cream-white dial with black hands and numerals. Sweep second hand. Ivory, white, red, or green case. 7 1/4 in. wide, 2 13/16 in. deep. **2H02**

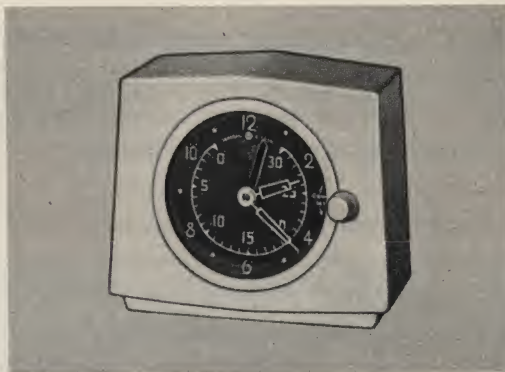


Garcon. A low-priced kitchen wall clock in a durable steel case. Easy-to-read cream-white dial, five inches in diameter. Black hands and numerals. Sweep second hand. Ivory, white, red, or green case. 7 1/4 in. square, 2 1/4 in. deep. **2H08**

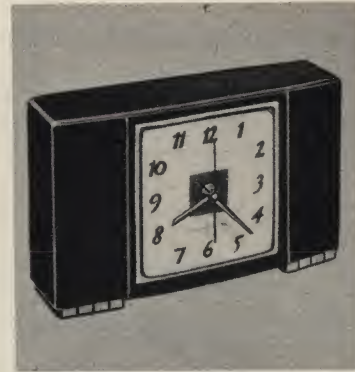
... Split-second Accuracy



Chef. New kitchen clock and timer. Set it to buzz at the end of any time up to 60 minutes. Accurate timer for all household tasks. Mount on wall or place on cabinet. Sweep second hand. Ivory-white dial with chocolate-brown numerals and hands. Bright red timer hand. Plastic case in ivory, white, red, or green. **2H18**
5 7/8 in. square, 2 13/16 in. deep.



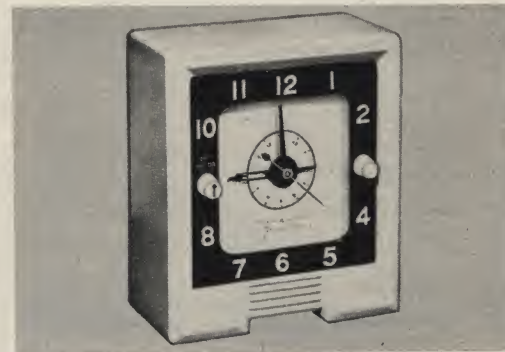
Little Chef. Small, easy-to-handle kitchen clock and timer. Buzzes an accurate reminder up to thirty minutes, when timing kitchen and household tasks. Blue dial with white numerals and hands. Red timer hand. Sweep second hand. Handsome plastic case in ivory, white, red, or green. 4 in. wide, 3 3/4 in. high, 2 7/8 in. deep. **8H66**



Geneva. An occasional clock in a deep mahogany or a blond birch case. Gold-color hands, bronze numerals. Red sweep second hand, brass feet. 7 1/4 in. wide, 4 1/2 in. high, 2 1/4 in. deep. Blond birch case..... **3H176BH**
Mahogany case..... **3H176M**



Tune-A-Larm—The Alarm Clock That Wakes You to Music. Will turn your radio on at the time and station you choose. Regular buzzer alarm can be used without radio—or set to come on a few minutes after radio. Mahogany plastic case. Gray dial with harmonizing alarm face, brown hands, vermillion sweep second hand. Simple setting knobs on face. 5 9/16 in. wide, 4 3/4 in. high, 2 5/16 in. deep. **8H64**



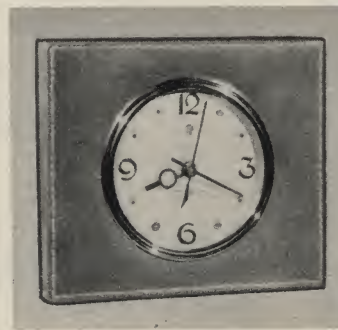
Beam Alarm—Flashes Your Bedside Lamp ON and OFF. Fine for the hard of hearing or those who wish to get up without disturbing others. Buzzer alarm can be used with or without flashing lamp, or set to ring a few minutes later. Ivory plastic case, ivory numerals on brown bezel. Chocolate-brown hands, vermillion sweep second hand. Simple setting knobs on face. **8H60**
4 7/16 in. wide, 4 7/8 in. high, 2 1/2 in. deep.



Commercial Clocks. Surface-type commercial clocks. Easy-to-read—electrically accurate. Brown wrinkled-enamel molded-fiber case. White dial with black hands. 15-in. dial, 17 1/2-in. case, 4 in. deep. **1B1415**
12-in. dial, 14 1/2-in. case, 3 1/4 in. deep..... **1H1412**



Select-O-Switch—Remarkable, New Combination Clock and Time Switch. Will turn electric appliances ON and OFF for preselected intervals over a 12-hour period. You simply pull out selector keys around the dial for time selections. Mottled chestnut plastic case of simple, modern design has fluted base and blends with any home surrounding. Easy-to-read ivory dial with black hands and numerals. Vermilion sweep second hand. Selector keys and ring finished in bronze luster. 6 1/2 in. wide, 5 3/16 in. high, 2 3/4 in. deep..... **8H58**



Candlelight. Beautiful occasional clock with satin-silver etched dial and gold-color numerals and hands. 5 1/2 in. high, 6 1/2 in. wide, 2 1/2 in. deep. Polished black-glass case. **3H-172GL-BK**
Brown East Indian lamb-skin or pigskin case with white saddle stitching..... **3H-172LR-BR**



Navigator. Nautical occasional clock. Brown-plastic case with brightly polished brass spokes. Ivory dial, gold-color hands, black numerals with gold pin stripes. Gold-color bezel. Sweep second hand. 7 1/2 in. wide, 6 5/8 in. high, 3 1/8 in. deep. **3H98**

Beautiful Clocks *For The Home*

Beautiful electric clocks that add distinction to your home.

General Electric Clocks have the authentic styling and superb craftsmanship of a fine instrument.

Each of these clocks has the dependability—the sealed-in-oil precision mechanism—of all General Electric Clocks. They are silent, self-starting, and require no winding, oiling, or regulating.



Rhapsody. Mantel clock with diagonally grained mahogany case. Full Westminster chimes strike each quarter hour. Silver-color dial with raised gold numerals. Gold-color hands and bezel. Sweep second hand. 17½ in. long, 5¾ in. high, 4½ in. deep. **414**



Maestro. Diagonally grained mahogany mantel clock with full Westminster chimes which strike each quarter hour. Silver-color dial with black numerals. Gold-color hands and bezel. Sweep second hand. 17½ in. long, 6¾ in. high, 4½ in. deep. **416**



Overture. A tambour chime clock in rich Honduras mahogany. Full Westminster chimes strike each quarter hour. Satin-finish, silver-color dial, raised black numerals and black hands. Gold-color sweep second hand and bezel. 18¾ in. long, 7¾ in. high, 4½ in. deep. **420**



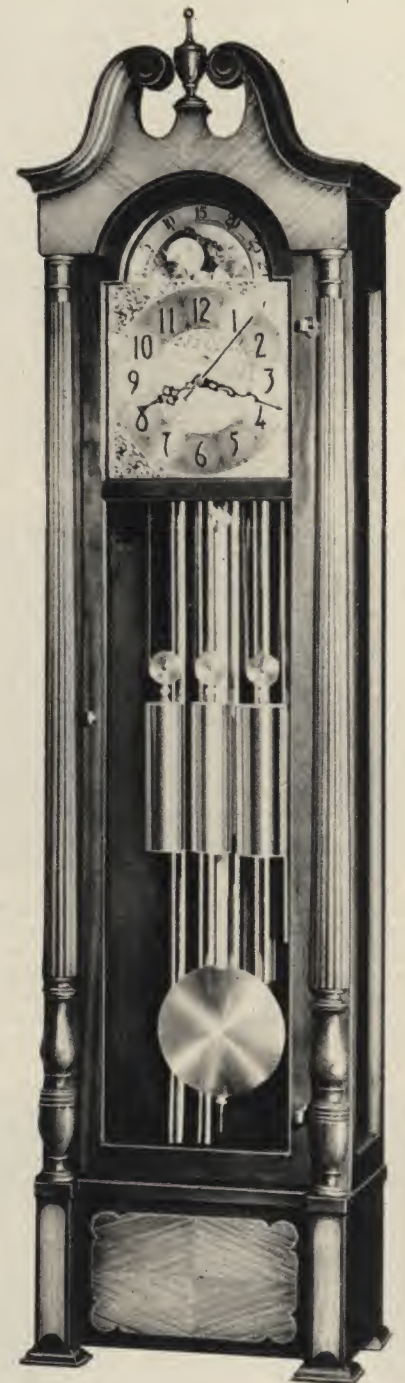
Nantucket. A nautically designed clock with ship's-bell strike—sounds hour and half hour. Mahogany case with gold-color spokes. Frosted-etched dial with black numerals and hands. Gold-color sweep second hand. 15¾ in. long, 6½ in. high, 4¼ in. deep. **6818**



Ridgefield. Beautiful Colonial clock, authentically designed in grained mahogany. Strikes the hour and half hour on deep-toned spiral gong. Frosted-etched dial, black hands and numerals. Gold-color sweep second hand and bezel. 7¼ in. wide, 9½ in. high, 3¾ in. deep. **6B20**



Pristine. A tambour mantel or desk clock, beautiful in its quaint simplicity. Satin-finish mahogany case. Satin-white etched dial with black numerals and storm-blue hands. Gold-color bezel. Sweep second hand. 12¾ in. wide, 5¼ in. high, 3½ in. deep. **3H06**



ADAMS

A truly magnificent grandfather clock of 18th century design—including the weights and swinging pendulum. Authentically styled mahogany case. Moon dial. Gold-color face. Quarter-hour Westminster chimes. 79¼ in. tall, 20¼ in. wide, 13¾ in. deep. **309**

GENERAL ELECTRIC

Superquiet Fans

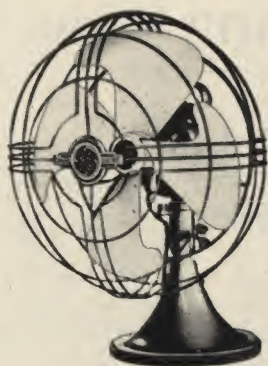
Cool, Low-Cost Comfort

When you buy a fan, you want one that will move the largest volume of air for its cost of operation.

The exclusive General Electric Vortalex Blade is scientifically designed to provide maximum air movement with unusual quietness.

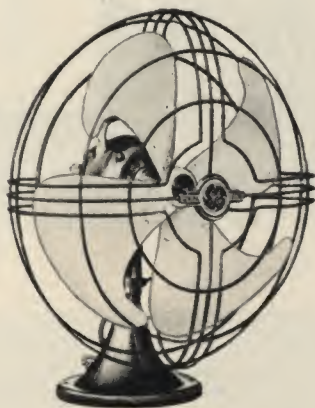
Today's G-E Fans are backed by more than 55 years of engineering experience and precision manufacture. Our tests indicate that with reasonable care they will give service for 20 years or more.

G-E Fans do the best job—while costing you less to own and operate.



Large Superquiet Fan

12-INCH OSCILLATING. Vortalex blades. Three operating speeds—high, medium, low. New, two-tone bronze finish. Carrying handle. Beautifully designed streamline guard. Self-aligning, ball-seat, porous-metal bearings. Thumb-nut tilting adjustment. 85 watts, 115 volts, 60-cycles a-c only. See page 40 for performance ratings and other details. **FM12V1**



Master Superquiet Fan

16-INCH OSCILLATING. Vortalex blades. Three operating speeds—high, medium, low. New, two-tone bronze finish. Carrying handle. Beautiful streamline guard. Self-aligning, ball-seat, porous-metal bearings. Thumb-nut tilting adjustment. 64 watts, 115 volts, 60-cycles a-c only. See page 40 for performance ratings. **FM16V1**



Superquiet 24-Inch Air Circulator. Vortalex blades. Two-speed, pull-type switch. Two-tone bronze finish. Streamline guard. Telescoping column permits height adjustment from 63 to 99 inches. Heavy, cast-iron base. Cord passes down through column. Hinged-joint tilting adjustment. Resilient motor mounting prevents vibration, provides quiet operation. 165 watts, 115 volts, 60-cycles a-c only. See page 40 for performance ratings. **FM24M1**

Large Superquiet Pedestal Fan. 12-INCH OSCILLATING. Vortalex blades. 4-point switch controls 3 operating speeds and OFF. Two-tone bronze finish. Streamline guard. Telescoping column permits height adjustment from 40 to 61 inches. Decorative base with rubber feet. Air delivery ranges from a gentle breeze to a strong, forceful air movement. 85 watts, 115 volts, 60-cycles a-c only. See page 40 for performance ratings. **FM12M1**

Master Superquiet Pedestal Fan. 16-INCH OSCILLATING. Vortalex blades. 4-point switch controls 3 operating speeds and OFF. Two-tone bronze finish. Streamline guard. Telescoping column permits height adjustment from 40 to 61 inches. Decorative base with rubber feet. Thumb-nut tilting adjustment. Air delivery from a gentle breeze to powerful air movement. 64 watts, 115 volts, 60-cycles a-c only. See page 40 for performance ratings. **FM16M1**

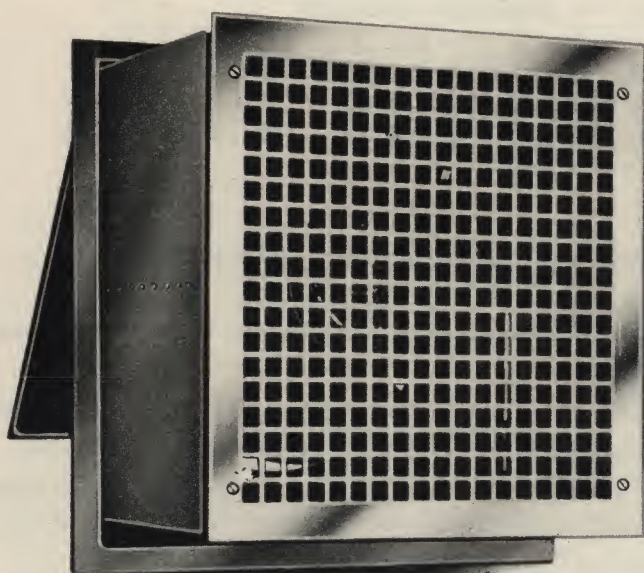


WARRANTY

General Electric Company warrants to the purchaser of each new General Electric Fan that any part thereof which proves to be defective in material or workmanship within one year from the date of original purchase for use, such fan or defective part will be replaced *free of charge*.

This warranty does not apply to damage resulting from accident, alteration, misuse, or abuse.

To obtain replacements, this fan or defective part should be returned to the dealer from whom it was purchased, or should be sent, charges prepaid, to the nearest authorized G-E Appliance Center.



Kitchen Ventilating Fans

Wall Cabinet Fan

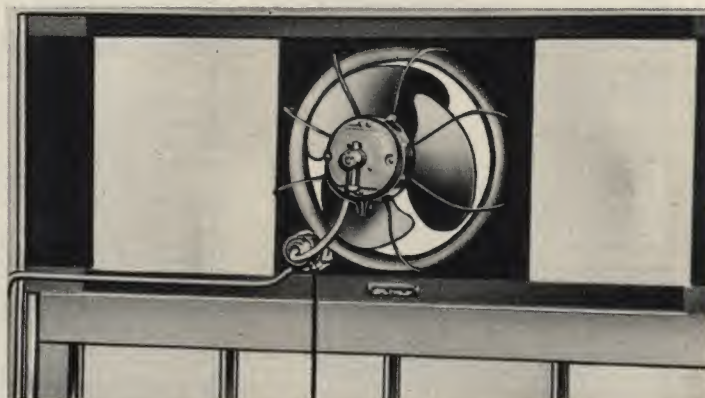
Designed to harmonize with the modern kitchen and laundry. Attractive white-metal grill conceals quiet blades of fan. A flick of the switch turns fan ON and OFF—opening and closing outside door automatically. Adjustable box fits wall from 5½ to 11 inches thick. Requires 12¾-inch square wall opening. 61 watts, 115 volts, 60-cycles a-c only. See table below for performance ratings.

FM10C1

Kitchen Window Fan

10-inch, overlapping quiet blades. Easily adjusted to fit windows from 28 to 36 inches wide. Glass inserts prevent light blockage. Pull switch. Eggshell-white finish. Resilient motor mounting prevents vibration. 45 watts, 115 volts, 60 cycles a-c only. See table below for performance ratings.

FM10W1



There's a G-E fan for all your cooling needs

Fan	Model No.	Volume Cubic Feet Per Minute	Maximum Velocity: Feet per Minute	Approximate Operating Cost Per Hour in Cents
10-inch Styled Osc. A-C	FM10S41	550	1100	1/5*
Small Osc. Superquiet A-C	FM9V1	600	1140	1/5*
Kitchen Window Ventilating A-C	FM10W1	500		1/4*
Wall Cabinet Ventilating A-C	FM10C1	500		1/4*
Medium Osc. Superquiet A-C	FM10V21	high, 715	1250	1/4*
Large Osc. Superquiet A-C	FM12V1	high, 1200	1700	2/5*
Master Osc. Superquiet A-C	FM16V1	high, 1700	1400	1/3*
Large Osc. Superquiet Pedestal A-C	FM12M11	high, 1200	1700	1/3*
Master Osc. Superquiet Pedestal A-C	FM16M1	high, 1700	1400	1/3*
16-inch Wall Ventilating A-C	34029	950		2/3*
24-inch Superquiet Air Circulator, Floor	FM24M1	high, 5000 low, 3650	1900	1 1/8*
52-inch Ceiling Fan	44986	7000	600	3/5*
12-inch Standard Osc. A-C	49X929	high, 800	1350	1/4*
16-inch Standard Osc. A-C	78X233	high, 1500	1525	4/9*
24-inch Window Ventilating Fan	FM24W1	4000		3/4†
30-inch Home-Cooling Fan	FM30K1	6000		1.0 †
36-inch Home-Cooling Fan	FM36K11	8500		1 1/10 †
42-inch Home-Cooling Fan	FM42K21	12500		1 3/10†
48-inch Home-Cooling Fan	FM48K11	16500		1 7/10†

* Based on 5¢ per kw-hr

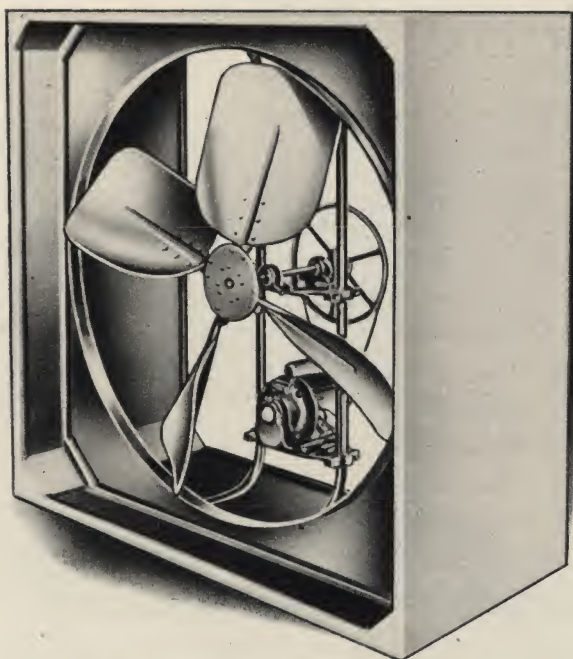
† Based on 3¢ per kw-hr



10-inch Styled Fan

Oscillating. Wide quiet blades. Simply push a button to start or stop. C-slot motor support gives simple tilting adjustment, and permits fan to be mounted on wall or placed on desk. Welded-steel guard. 2-tone bronze finish. Molded plastic base. 38 watts, 115 volts, 60-cycles a-c only. See table for performance ratings.

FM10S41



Home-cooling Fans

Supply complete ventilation for homes, attics, or farm buildings. Ideal for barn ventilation, to maintain health of stock.

Four steel blades pitched to provide enormous air movement quietly. Fan has exclusive 24-inch Vortalex blades. The 36- and 42-inch fans are mounted in resilient rubber-cushioned wooden cabinets. 115 volts, 60 cycles a-c only. See table on opposite page for performance ratings.

24-inch blades, 250 watts, 1/6-hp motor	FM24W1
30-inch blades, 340 watts, 1/4-hp motor	FM30K1
36-inch blades, 350 watts, 1/4-hp motor	FM36K11
42-inch blades, 500 watts, 1/3-hp motor	FM42K21
48-inch Home-cooling Fan, 570 watts, 1/2-hp motor	FM48K11

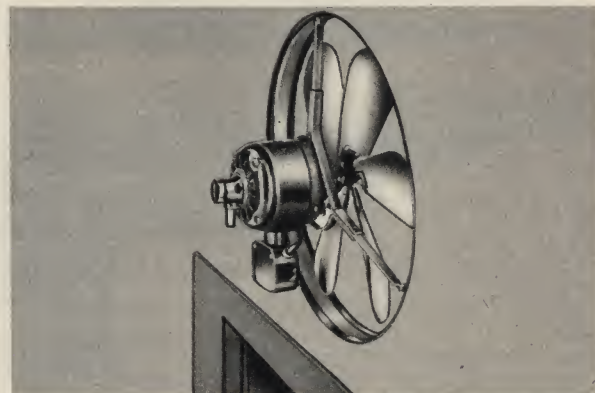
Ventilating Fans

For Homes or Farm Buildings

Wall Ventilating Fan

16-inch blades. Six blades for strong draft. Special welded-steel mounting ring makes installation easy. Requires 18-inch circular wall opening. Self-aligning, ball-seat, porous-metal bearings. Dark-green enamel finish. 120 watts, 115 volts, 60 cycles a-c only. See table on opposite page for performance ratings.

34029

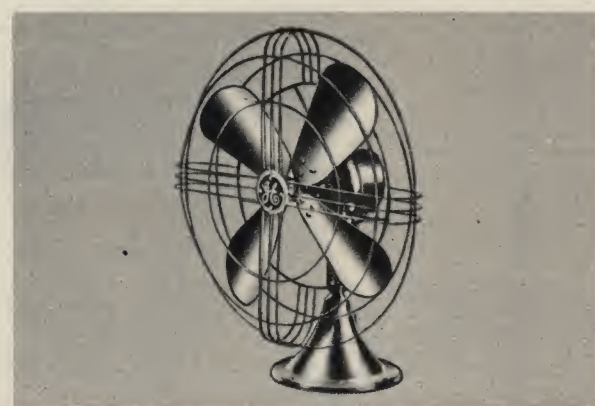
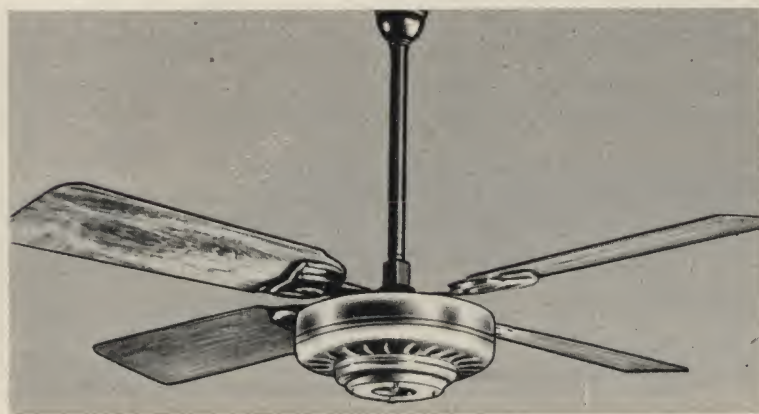


Standard Fans

Oscillating. Wide blades. Snap switch provides two operating speeds and Off. Welded-steel guard. Drawn-steel base, felt-protected. Self-aligning, ball-seat, porous-metal bearings. Thumb-nut tilting adjustment. 115 volts, 60 cycles a-c only.

12-inch fan—50 watts—49X929

16-inch fan—90 watts—78X233



Ceiling Fan

52-inch blades. One of the finest inverted-type ceiling fans ever manufactured. Four wide blades, three-speed pull switch. Blade holders permit mounting for either upward or downward air circulation. Bearing is backed up by lubricant reservoir. Simple to install. Furnished with hangar, canopy, and fixture studs. 125 watts, 115 volts, 60 cycle a-c only. See table on opposite page for performance ratings.

44986

Plan Now For Better Living

IF YOU ARE BUYING one electric appliance, now or later—if you are buying a complete electric kitchen or laundry, now or later—you will get the best results only by careful planning.

Electricity can take over your *one* most unpleasant household task—or it can take over *all* of them.

It can cook your meals and heat your water automatically; it can wash your dishes, dispose of your food wastes before they become garbage, do your washing, drying, ironing—and many other tiring, time-consuming household jobs.

Electricity can do most of your housework. You need only be the boss.

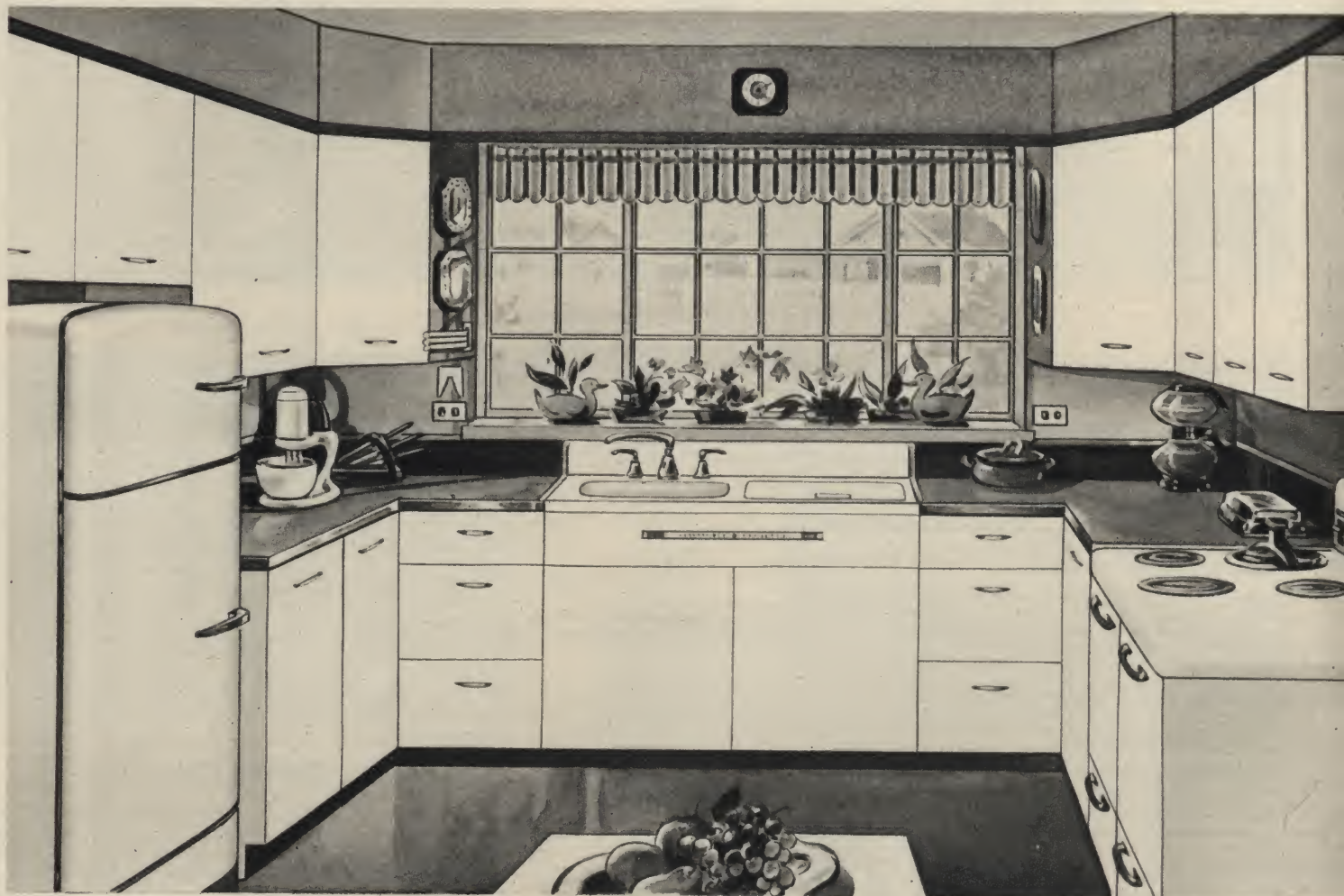
But if your present plans are to buy just an electric washer—or a complete electric kitchen and laundry—*begin with complete room planning.*

... To Save Work—To Save Time—To Save Money



▲ One appliance can be a planned beginning for —

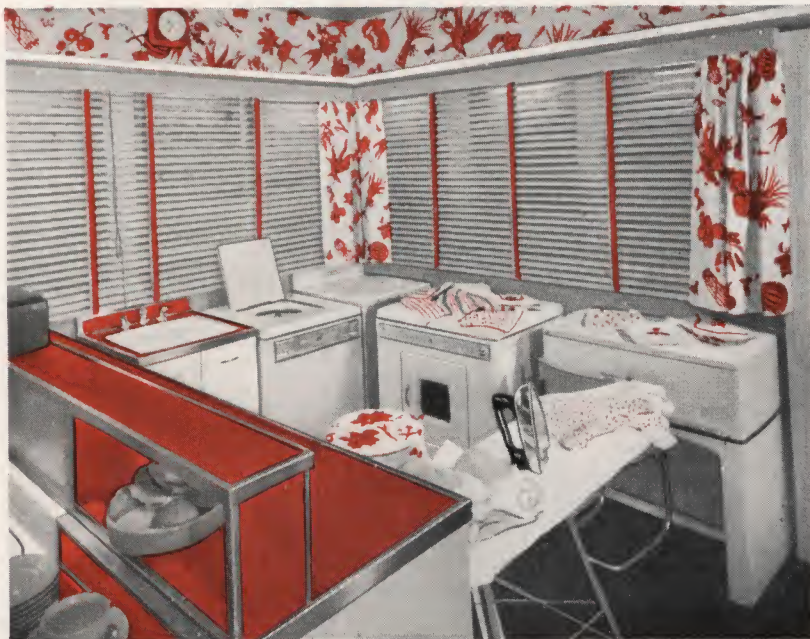
A complete, worksaving electric kitchen. ▼



All electric equipment should be bought and installed as a part of a complete plan for electrical living.

Your kitchen or laundry plan will not cost you a penny. It can, if neces-

sary, cover several years—through installation of one or more units at a time. But it will mean that you will get best results from electricity in the home in terms of worksaving, timesaving, moneysaving—and *better living.*



A complete, compact electric laundry needs only one corner of this lovely room—is planned to save steps and time—a room in which it is really a pleasure to live and work.

A Well-Planned Kitchen- Laundry



Ironing board folds into counter top when not in use.

HERE IS A CAREFULLY planned kitchen-laundry combination.

Kitchen appliances have been arranged in three "Work Centers"—Refrigerator Center, Sink Center, and Range Center. Each has its own handy storage space; each has plenty of working surface.

In the laundry section every bit of space has been put to good use, so that work moves in a swift, smooth flow.

When the basic rules of good planning are observed—your kitchen or laundry can be any type of room you want it to be. You can have a large or small room—you can have a breakfast nook—you can have exactly what pleases you.

On page 46 you can learn how the General Electric Home Bureau, through your local G-E retailer, is ready to plan your kitchen or laundry for you—complete, beautiful plans at no cost to you.



Counter top becomes a handy snack bar, separating kitchen and laundry sections. Note the cabinets—plenty of storage space for everything.



Electric Sink is centrally located for convenience.

The Farm Home Is Changing...



Typical of today's progressive farmers are Salle brothers of West Alton, Missouri.

Operators of a highly successful, up-to-date truck farm, they are using their profits to improve their farm and their home.



A beautiful new brick home is an important part of the Salle family planning—and the full use of electricity is an important part of the new home. A complete all-electric kitchen and an all-electric laundry are going to take the drudgery out of their home life.

Looks like a wonderful kitchen—but it's only a scale model. ▶

It's Mrs. Salle's new kitchen, as designed for her by the General Electric Home Bureau—*free*. When she received complete plans and this beautiful picture, she said, "That's the new kitchen I want!"

The new Salle electric kitchen is complete—automatic electric range, refrigerator, electric sink with automatic dishwasher and Disposall,* and handsome steel storage cabinets.

And it has been planned right. Everything is where it should be—where it is needed.

The Salle family is proud and happy with their new electrical living.

*TRADE-MARK REG. U.S. PAT. OFF.

Today's Farmer Is Looking Forward

As electric power lines reach more and more farms, the modern businessman-farmer learns that electricity not only speeds his farm work—but it means that his home can have all the comforts that today's city homes have. The days of the cookstove, the oil lamp, and the spring-house are passing.





City...or Country?

There is no way of telling.

Today's wonderful, well-planned electric kitchen is the same in the city or on the farm.

This lovely room, planned for easy work and delightful living, has everything that either the country or city housewife could possibly want for daily needs.

The comfortable breakfast nook means quick, handy meal serving. The desk is the center of all household planning. The Refrigerator Center, Sink Center, and Range Center are all carefully planned for step-saving meal preparation and quick after-meal clean-up. Each has plenty of handy work surface; each has plenty of storage space.

Special lighting—like the plastic-shielded fluorescent lamps—costs little more than conventional fixtures, yet it can add much to the pleasure and efficiency of kitchen work.

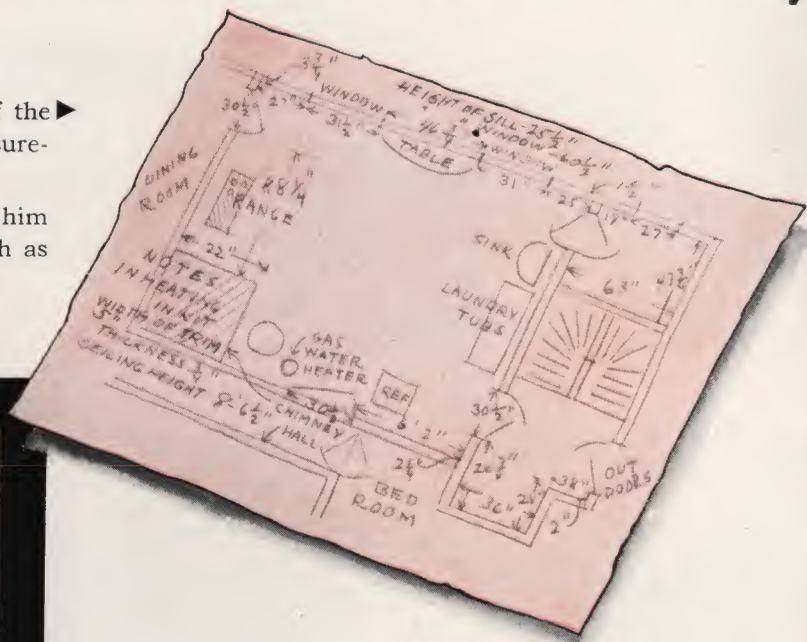
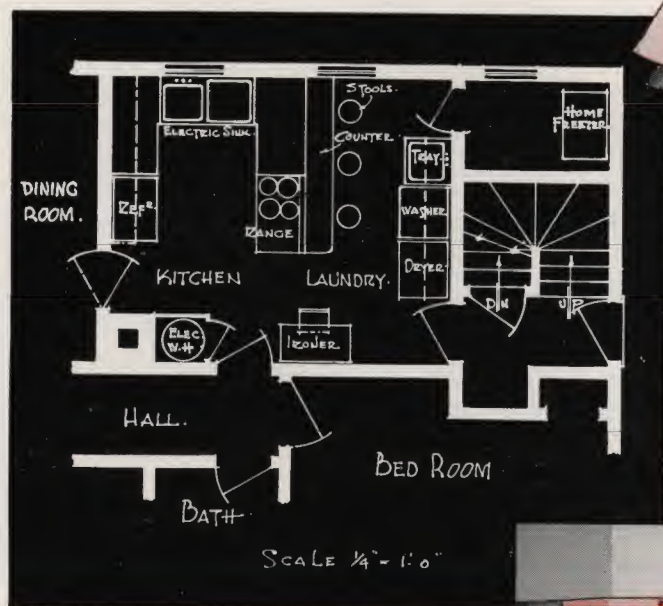
Your own kitchen can be transformed into just such a miracle workroom as this. See the following page.

Let the General Electric Home Bureau

Plan Your Electric Kitchen and Laundry

All that you need to do is make a rough sketch of the floor plan of your present room. Indicate all measurements, and the door and window openings.

Take this sketch to your local G-E retailer. Tell him if there are any special things you would like—such as a breakfast nook, a snack bar, or a planning desk.

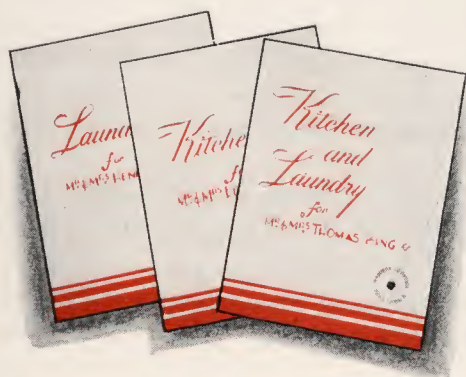


◀ Your G-E retailer will send your rough plan to the General Electric Home Bureau. Their expert kitchen planners will make a finished plan like this.

The new plan will show exactly how the new equipment will fit into the dimensions of your present room.

And the Home Bureau experts will set up an exact miniature model of your new kitchen—with all the equipment and appliances scaled exactly to size.

They'll take a photograph that will look just like your exciting new kitchen. You will receive a hand-colored print of this photograph.



◀ The photograph of your new model kitchen—complete with appliances—together with a floor plan, suggested color schemes, and other suggestions on ideas and appliances, will be sent to you in a handsome personalized brochure.

This entire service is free to you—through your local G-E retailer.

Even if you are planning to buy only one major kitchen or laundry appliance, talk to your G-E retailer about complete room planning.

It will mean that in the future you will receive the best service and the greatest enjoyment from electrical living.

QUIET — POWERFUL

General Electric Cleaners

De Luxe Cleaner

With all the G-E features for easy, thorough house cleaning.

Two-speed G-E Motor—high for thorough weekly cleaning—low for scatter rugs and light daily pickups. Dual-speed, finger-tip trigger switch.

Easy-to-empty, accordion-top, dustproof

bag. Dirt and dust trap prevents spilling or leaking of dirt when you empty bag. Dirt-spotter light, Toe-tip nozzle regulator and tilt lock. Handsomely styled—precision engineered. 20-foot rubber cord. Weighs only 15 pounds.

340 watts, 115 volts, a-c or d-c. **AVF-19A**

No Other Cleaner Gives You All These Features

Multiple-point brush—adjustable, fully tufted, motor-driven brush—to get all the dirt.

Condenser—to reduce radio interference.

20-foot rubber cord—with molded rubber plug—to give freedom of movement.

Oversized rubber bumper—to protect your furniture.

Accordion-top, nap-lined bag—for easy emptying.

Toe-tip nozzle regulator—to adjust to any rug pile thickness.

Toe-tip tilt lock—to tilt cleaner over rug fringe or lower handle for cleaning under furniture.

Sure-grip handle—for effortless cleaning:

Dirt-spotter light—to show the dirt in front of the cleaner.

Dirt-and-dust trap—to prevent spilling or leaking of dirt when emptying bag.

Finger-tip switch—for easy control.

Lightweight—one of the lightest weight cleaners on the market.

General Electric Motor—the world-famous power unit that is lubricated for life.



Popular Medium-Priced Cleaner

A streamlined cleaning wonder with almost every feature of the De Luxe model.

High-speed G-E Motor—requires no oiling. Finger-tip switch, easy-to-empty, accordion-top, dustproof bag. Dirt-spotter light, Toe-tip nozzle regulator and tilt lock. A beautifully designed cleaner that does a real job. Weighs only 15 pounds.

340 watts, 115 volts, a-c or d-c. **AVF-17A**

De Luxe Cleaner Attachments

Whisk through "above-the-floor" cleaning jobs by combining these attachments with your G-E Cleaner. Easy to attach—easy to use—easy to store. Combination coupling, 8-foot flexible hose, 2 extension tubes, improved belt tool, upholstery tool, wall and floor brush, dusting brush, crevice tool, and power spray.

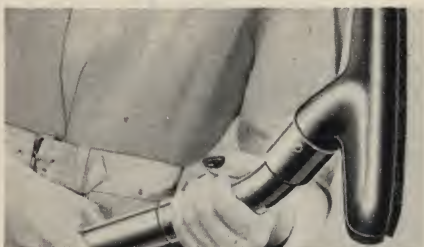
AVA-180



"AIRFLO" SLIP-ON CLEANING TOOLS



Rug Nozzle—11 inches wide. Wonderful for rugs and carpets—and the swivel connector makes it easy to get under furniture.



Floor and Wall Brush—8½ inches wide. A tufted brush for easy cleaning of bare floors, linoleum, walls, tile, and brick.



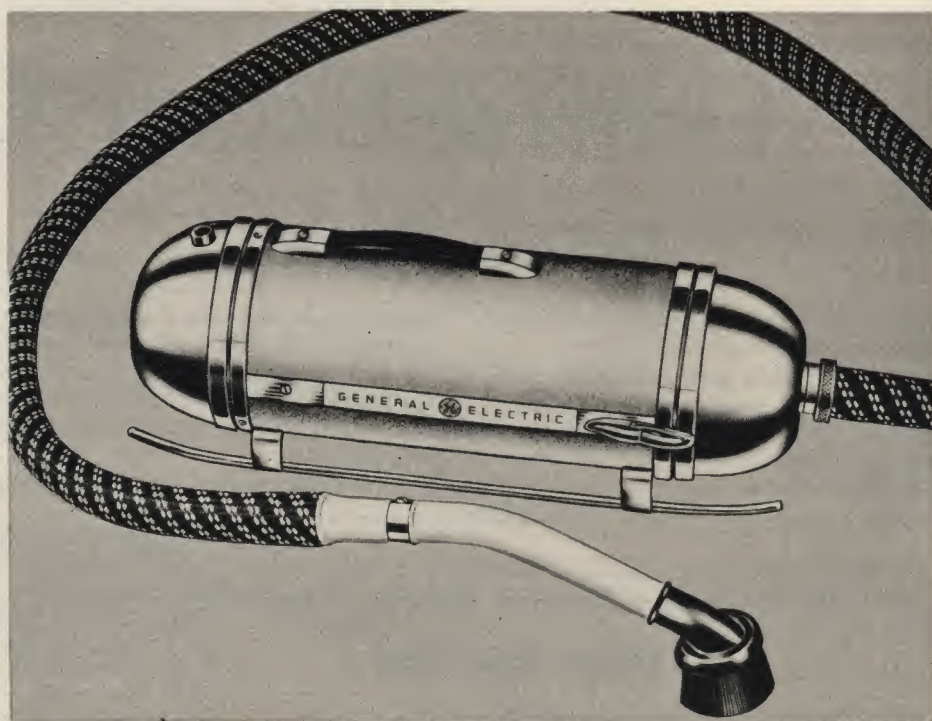
Upholstery Nozzle—5 inches wide. Keeps upholstered furniture clean and bright. Also for bedding, clothing, and car interiors.



Crevice Tool—11 inches long. For all those hard-to-get-at places—including the crevices of upholstered furniture.



Dusting Tool—3 inches wide—with long, soft bristles to clean blinds, books, lampshades—and almost everything else.



NEW GENERAL ELECTRIC

Airflo Tank-Type Cleaner With "Throw-Away" Bag

For complete cleaning—rug to ceiling—cellar to attic.

The powerful suction of this new tank-type cleaner means more thorough cleaning—*quickly*. Also powerful blowing action for spraying. No machine to push. Just slip the attachments onto the lightweight tube—and you're ready for the fastest house cleaning you've ever known.

New "THROW-AWAY" BAG. With the G-E Airflo, the dirt and mess of emptying the cleaner is gone forever. You just throw the bag away, dirt and all—insert a fresh, clean, sanitary one in its place. Your hands never touch the dirt.

Full-length skids for easy gliding; handsome styling in gray ripple finish; high-speed G-E motor. Long hose, 2 extension tubes, 7 attachments, 4 "Throw-Away" bags of pressed white cotton. Extra bags available. 15 pounds, 23 inches long, 6¾ inches in diameter. **AVT-172**



Demothring Sprayer—Fill with dichloride crystals and use on blower for an easy job of demothring all your clothes closets.



Liquid Sprayer—14-ounce capacity. Use on blower for spraying insecticides, disinfectants, water-color paints, and liquid wax.



A small, powerful, tank-type cleaner.



An upright model especially for rug cleaning.

New All-Purpose Cleaning Combination The "Perfect Pair"

Every home has two cleaning problems—rugs, carpets, and above-the-floor cleaning.

Every home should have two cleaners.

Tidy

A cleaner so compact, so lightweight, you can sling it over your shoulder like a shoulder-strap bag—or pull it along the floor with effortless ease.

Only 14 inches long—but twice as powerful as many full-size uprights used with attachments. Cleans upholstery, lamps, draperies, bedding, floors, walls—sprays liquid wax and water-color paints.

Eight attachments packed in a convenient storage and carrying case. 310 watts, 115 volts, a-c or d-c. **AVT-160**

Tall

Handsome, streamlined—smartly styled to match the Tidy, in a sleek brown-and-bronze, scratch-proof finish.

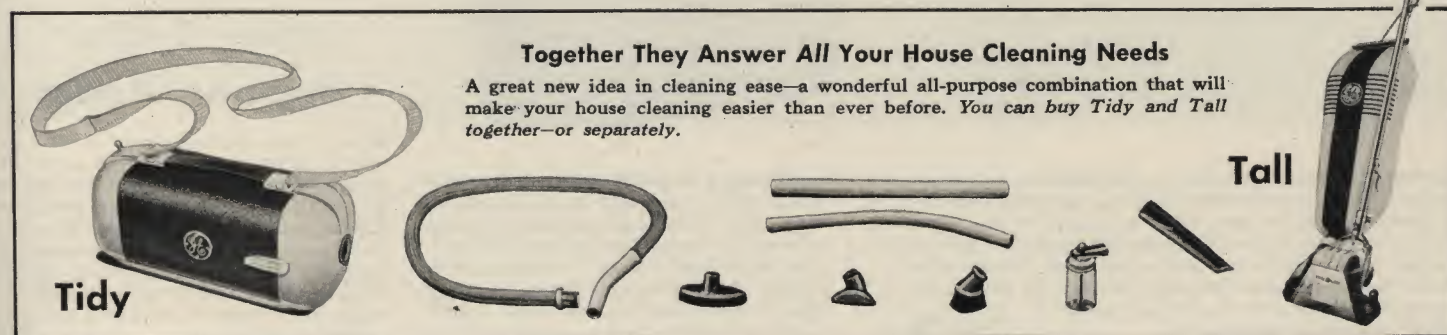
A marvel of ease and efficiency—especially designed and built for cleaning your rugs. The tufted brush coaxes the dirt out quickly and gently. The nozzle automatically adjusts itself for any thickness of nap.

Spotlight to search out dust. Easy-to-empty accordion-top bag. Rubber mounted to reduce vibration. 20-foot rubber cord with molded rubber plug.

340 watts, 115 volts, a-c or d-c. **AVF-28**

Together They Answer All Your House Cleaning Needs

A great new idea in cleaning ease—a wonderful all-purpose combination that will make your house cleaning easier than ever before. You can buy Tidy and Tall together—or separately.



NOW SWEEPING AMERICA!



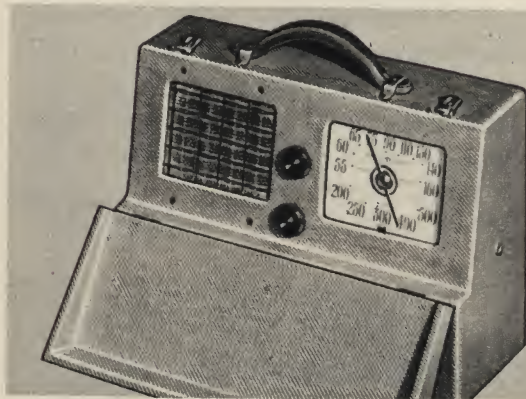
"Wake-up-to-music" Clock-Radio

It's a dependable G-E Electric Clock! It's a G-E superheterodyne radio! It's an electronic reminder. You'll find dozens of uses for this G-E *natural color-tone radio*.

For bedrooms—wakes you up to music. For farm business—turns on news and market reports, automatically. A masterpiece in genuine rosewood plastic. A-c only. Also available in ivory plastic. **Model 60**



Wake Up Smiling. Wake-up-to-music clock-radio. These gem-like G-E Clock-Radios are a triple value—radio, clock and electronic reminder in one dainty cabinet. Hundreds of thousands now in use. Tuned R-F circuit, a-c only. Comes with 15-foot attached antenna. In gleaming rosewood plastic. Also available in lustrous black, and ivory plastic. **Model 50**



Take Fun With You! There will be music and news and laughter wherever you go, with this handsome, lightweight, powerful portable. Glorious tone. Plays on house current, either a-c or d-c, or on its own batteries. Super-efficient built-in Beam-a-scope brings in stations you'd scarcely expect a portable to pick up. Balanced for easy carrying, and weighs only 14 pounds. Simulated brown alligator leather—**Model 254A. Gray tweed pattern. Model 254 TW**



Self-Charging Portable Radio With Short Wave. Play it as freely as your radio at home. Renews its power whenever you plug it in any a-c outlet. Can be recharged from your car battery, too. Push-button controls. Famous G-E *natural color tone*. Die-cast aluminum case. **Model 260**



New 3-Way Personal Radio

Enjoy it every day in the year! At home you play it on house current—either a-c or d-c. Away, you use its long-life batteries. It's the perfect companion for every carefree hour. Handle slides down when not in use. A clever switch turns on the radio when you open it—shuts it off when you close it. Weighs approximately 5½ pounds with batteries. Your choice of either gray or blue-green Hammertone. **Model 140**

For The Finest In FM Look To



• This new kind of broadcasting—FM—triumphs over static, fading, and station interference. Hundreds of new FM broadcasting stations are being built. To hear them—to get radio reception at its finest—you'll want a General Electric.

Very latest console model FM-AM Radio-Phonograph combination! Lovely console with fine mahogany panels and selected swirl-figured mahogany on the door faces. You'll wonder how such beauty of tone is possible. That's the magic of the famed G-E Electronic Reproducer.

The chassis controls are on the left, and tip forward. This combination has a new feature . . . the phonograph pull-out drawer is on the right. Record storage for approximately 120 records is below at the left. See this by all means. Model **376x**



Master craftsmen fashioned this superb French Provincial cabinet of beautifully grained mahogany. Its de luxe radio-phonograph brings you the wonders of FM, standard and short-wave radio, plus the most perfect record reproduction you have ever heard. As if touched by magic, records you've learned by heart on other instruments reveal new and unsuspected beauty when you hear them on this instrument with its G-E Electronic Reproducer and the famous audio system. Push-button tuning; 12-inch Dynapower speaker; sure-action, automatic record changer; storage space for approximately 150 records. Model **502x**



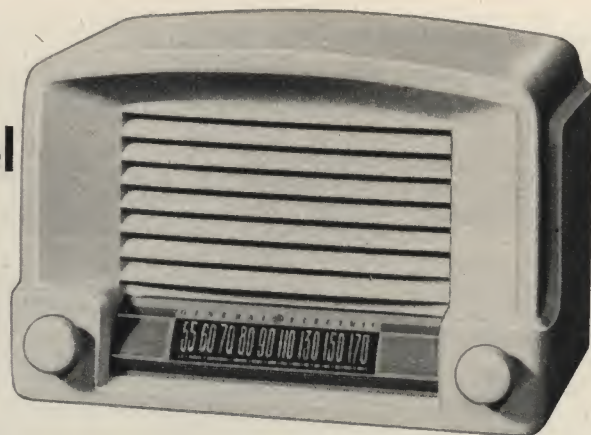
Now you can enjoy all the glory of FM and AM in a beautiful plastic radio table model of modern design. Glorious *natural color tone*. Big Dynapower speaker, built-in Beam-a-scope antenna, famed G-E Guillotine tuner for FM, two-position tone controls. The first postwar FM-AM table model, and a wonderful value. Model **356x**

Here is General Electric's finest table radio-phonograph. With the famous G-E Electronic Reproducer used in the world's finest instruments. Glorious *natural color tone* from both records and radio. Sure-action, automatic record changer; 6½ in. Dynapower speaker and built-in Beam-a-scope antenna. Model **304**

Natural Color-tone Table Radio. Rich tone and accurate tuning of all standard broadcast stations within range are yours in this powerful radio with its handsome rosewood plastic cabinet. Note the gleaming multiweave grille and the smart flowing curves. A dependable instrument, and a beautiful table-model radio for any room in your home. Has oversize 5½-in. Dynapower speaker and built-in Beam-a-scope antenna. Model **202**

There's Beauty Plus Performance In This
General Electric Radio Table Model
With Natural Color Tone

Packed with value — This popular-priced G-E radio table model gives you your favorite programs in *natural color tone*. Amazing in performance. Powerful superheterodyne circuit. Plays on a-c or d-c. In modern, ivory-plastic cabinet. Model 114. Also available in rosewood plastic.



◀ Hear every program in *natural color tone* with this radio. Easy precision tuning. Plenty of power with its superheterodyne circuit and powerful Dynapower speaker. Self-contained Beam-a-scope antenna. Beautiful rosewood plastic cabinet. A-c or d-c. Also available in ivory plastic. Model 102

Popular priced radio—a popular performer. You'll be amazed by the richness of its *natural color tone*. Superheterodyne circuit. Plays on a-c or d-c. Powerful Dynapower speaker and built-in Beam-a-scope antenna. In rosewood plastic cabinet. Also available in white plastic. Model 115 ▶



And Look at These Values!

You can pay more . . . but you can't get more for your money! Here are beautiful automatic radio-phonographs to lend new beauty to any room in

your home—to bring in your favorite radio programs—and to play your finest records as you have never heard them played before.

Master performance—master craftsmanship. Both standard broadcast and FM—on the G-E *natural color-tone* radio of this fine instrument. Touched by the magic of the G-E Electronic Reproducer, even old familiar records reveal new beauty. Needle scratch and surface noise are virtually banished.

Big 12-inch Dynapower speaker with G-E Alnico 5 provides great sensitivity and power. Automatic record changer plays up to 12 records. Stores approximately 84 records. Fine craftsmanship and authentic Federal period design. Model 378

The finest record reproduction you ever heard. With the sensational G-E Electronic Reproducer and the exclusive G-E Audio System, this automatic radio-phonograph will reveal completely new beauty to you in the most familiar records.

Automatic record changer plays up to 12 records. Generous storage space for approximately 60 records. In handsome cabinet, paneled in rich mahogany with a two-toned lacquer finish. Hear your favorite programs, too, in glorious *natural color tone*. Model 119



THE NEW SUPER-DISTANCE CHAMPIONS

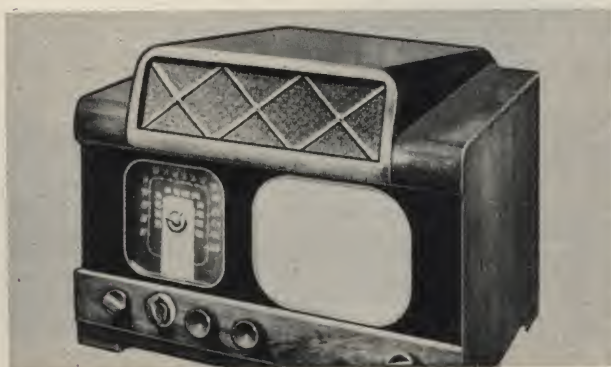


Electronic

TELEVISION

Big Screen Television

plus AM-FM-Short-wave Radio and automatic phonograph. G. E.'s de luxe all-service television receiver for homes, clubs, and commercial establishments. You get more of everything with this BIG screen G-E television combination. You get larger pictures, 428 sq in., approximately three sq ft in area. You get longer distance reception. You see all the action in *natural clarity*, safeguarded against interfering electrical disturbances by the G-E automatic clarifier. Every radio station within range is yours at a touch of the dials—standard broadcast stations—FM stations—short-wave stations. And from its automatic phonograph with the sensational G-E Electronic Reproducer, you enjoy record reproduction finer than you've ever known. The cabinet of genuine mahogany is a masterpiece of furniture craftsmanship. Finger-tip action lifts or lowers the full view television screen. **Model 901**



◀ **Natural clarity** is yours in the full-size (6 by 8) pictures on the 10-inch direct-view tube of this entertainment-packed table model. Images are so brilliant you can enjoy every thrilling televised event in a normally lighted room—day or night. You enjoy longer range reception, plus virtual freedom from the interference of passing automobiles and electric appliances. What's more, you enjoy superb reception of standard radio, too, in the famous G-E *natural color tone*. This combination gives you both vision and radio in one compact cabinet—veneered in beautifully grained American walnut, a high spot in any room. **Model 803**

◀ **For Complete Home** entertainment in one compact and beautiful cabinet veneered in genuine mahogany, Model 802 brings you television, FM-AM Radio, and the finest record reproduction you have ever heard. You see television at its finest with 6 by 8 pictures, sharp and clear, thanks to the G-E automatic clarifier. Tuning is as easy as push-button radio. In both standard radio and FM, you enjoy the glorious realism of *natural color tone*. All 13 television channels. Pre-tuned at the factory. Here's an instrument you'll be proud to own—always. **Model 802**

GENERAL ELECTRIC

Automatic Blankets

... a Brand-new Experience in Sleep

A new kind of luxurious rest that you can hardly imagine.

Your bed full of drowsy, sunshiny warmth—barely noticeable to the touch—that remains *automatically* constant during normal changes in room temperature, to give you completely relaxed sleep.

You set the control at the warmth you want. If your bedroom gets colder, the control puts more warmth into

the blanket. If the room gets warmer, the control puts less warmth into the blanket. It always maintains the exact temperature selected by you, permitting you to sleep soundly under one lightweight blanket.

It prewarms your bed. It ends cold spots. Once you have slept under a G-E Automatic Blanket, you will know what really relaxed, refreshing sleep can mean... sleep undisturbed by normal changes in room temperature.



Standard Automatic Blankets

Available in soft pastel shades of rose, blue, green, or cedar fabrics, with matching acetate-rayon-satin binding. Fabric is 50 per cent new, soft wool, 25 per-cent strong cotton, and 25 per-cent lustrous rayon.

Double-bed Automatic Blanket—Full 72 by 86 inches. Single-control blanket, weighs approximately 5 pounds. 170 watts, 115 volts, a-c only.

PB5A1

Two-control Automatic Blanket—Two controls, one for each half of blanket, work separately. Each person selects own warmth. 72 by 86 inches. Blanket weighs approximately 5 pounds. 170 watts. 115 volts, a-c only.

PB5A2

Twin-bed Automatic Blanket—Specially designed for twin or single beds. 66 by 86 inches. Blanket weighs approximately 4¾ pounds. Single control. 135 watts, 115 volts, a-c only.

PB5A4





De Luxe Automatic Blankets

Finer Fabric • Larger Size

These General Electric De Luxe Automatic Blankets are made in greater widths for generous tuck-in. Luxurious fabric of 75 per-cent soft wool and 25 per-cent strong cotton, with 100 per-cent wool face. Delightful to the touch.

No bulky thermostats in blanket—special signal wire is designed to prevent overheating. Handsome, new bedside control automatically prewarms the blanket. Indicator light tells you when blanket is on.

Available in rose, blue, green, or cedar fabric with matching lustrous acetate-rayon-satin binding. Beautifully boxed to make a wonderful gift.

Double-bed De Luxe Automatic Blanket—Full 80 by 86 inches. Single control with jewel indicator light. Blanket weighs approximately 5 pounds. 190 watts, 115 volts, 60 cycles, a-c only. **PB11A1**

Two-control De Luxe Automatic Blanket—Two controls, one for each half of blanket, regulate temperature separately. She selects the warmth she wants. He selects the warmth he wants. 80 by 86 inches. Weighs approximately 5 pounds. 190 watts, 115 volts, 60 cycles, a-c only. **PB11A2**

Twin-bed De Luxe Automatic Blanket—66 by 86 inches—perfect for twin or single beds. Weighs approximately 4¾ pounds. Single control. 140 watts, 115 volts, 60 cycles, a-c only. **PB11A4**



The General Electric Automatic Blanket

Is one lightweight blanket that takes the place of three ordinary blankets. Cuts laundry bills. Saves storage space.

It is simple and automatic. You set the control for the sleeping warmth you want—snap the switch on at night, off in the morning. The jewel indicator light tells you when the blanket is on.

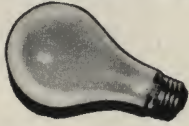
All General Electric Automatic Blankets are made to rigid General Electric safety standards. Approved by Underwriters' Laboratories, Inc. Warranted for one year against defects in material and workmanship.



All standard General Electric Automatic Blankets are Certified Washable by the American Institute of Laundering. They require only the simple care given any fine woolen blanket.

GENERAL ELECTRIC

Three-Lite



You can have a choice of light with bulbs that give you three levels—the low for atmosphere and relaxation—and the high for steady eyework. (See Certified Lamps.)

The 100-200-300-watt size is for your floor lamps that you need for a wide spread of light and for your dining room fixture where the family gathers to read and work. The 50-100-150-watt size is for smaller lamps, although big enough to light generously your child's desk, whether in a pin-up lamp, bridge or swing-arm lamp. This one turned low is a good night guard to leave burning when you go out.

The 30-70-100-watt size is particularly suited to make-up lamps and is used in the certified models—the low for general lighting—the high for make-up.



30-70-100-watt.....30/100

50-100-150-watt (med. base).....50/150M

(mog. base).....50/150

100-200-300-watt (mog. base).....100/300

Lighting

There are many new lighting ideas and products that have been "grown" for the home. Dreary rooms can glow with sunshine effect—eyes can work without eyestrain—just by the addition of light in abundance that has been carefully blended with shades and reflectors.

Try these ideas. They are new and modern but they are modest. New light can put new life into your living.



G-E Standard Line

Depend on these G-E teammates as the foundation of your home lighting. There's a right size for every seeing and decorative need of your home. The standard inside-frosted bulbs fit into every room from cellar to attic.

25-watt—Never for sewing or reading, but just right for lighted ornaments, shaded wall brackets or small lamps used for decorative effect.....25A

40-watt—For dining room candelabra and ceiling fixtures with several sockets 40A



60-watt—In shaded bathroom fixtures, floor and table lamps with two or more sockets, and very small pin-up lamps 60A

75-watt—For hallways, some ceiling fixtures, make-up lamps, and in pin-up lamps without diffusing bowls.....75A



100-watt—For large double-socket table lamps, or in smaller ones with a single socket. Also, small-size kitchen globes, medium-size pin-up lamps (with diffusing bowls), bridge lamps and tall dressing table lamps..... 100A

150-watt—Ideal for study lamps, pin-up lamps, junior floor or swing-arm bridge lamps with a single socket and with bowls; in large kitchen globes 150



Daylight—In 60, 100 or 150 watts, it will be a favorite wherever you need light as nearly like daylight as possible. In the bathroom, kitchen, laundry or in sewing lamps or ceiling fixtures.

60-watt..... 60A/D
100-watt.....100A/D
150-watt.....150/D

That's Home Grown



G-E Fluorescent Line

You'll love the new, cool G-E fluorescent lighting in your kitchen and laundry. As general lighting, over the sink and range, under the cabinets to light the work surfaces—fluorescent tubes take away the shadows.

They're perfect, too, at the shaving mirror. Hide them behind simple window cornices to shine down on your curtains and add a sunshine effect to your living room at night.

G-E Circline—Newest member of the G-E fluorescent family is the circular fluorescent tube—light in circles that fits in the larger models of Certified Lamps—and in new ceiling fixtures.



Fluorescent

Wattage	Length	Order No.	Diameter
8	12"	F8T5/W	5/8"
14	15"	F14T12/W	1 1/2"
15*	18"	F15T8/W	1"
20*	24"	F20T12/W	1 1/2"
30*	36"	F30T8/W	1"
40*	48"	F40T12/W	1 1/2"

Slimline

Wattage	Length	Order No.	Diameter
16-25	42"	F42T6/45W	3/4"
24-39	64"	F64T6/45W	3/4"

Circline

Wattage	Length	Order No.	Diameter
32	12" outside dia.	FC12T10/W	1 1/4"

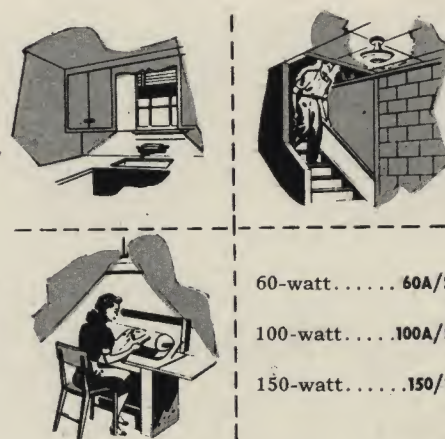
*In daylight tints for seeing; also available in blue, green and pink for decoration.

GENERAL ELECTRIC

Silvered Bowl



This bulb gives totally indirect lighting. Use it without a fixture over the cellar stairs. Put it behind a valance over the kitchen sink, or in a white lined reflector over the laundry tubs or ironer.



60-watt.....60A/SB

100-watt.....100A/SB

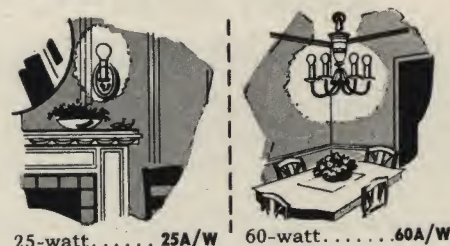
150-watt.....150/SB

GENERAL ELECTRIC

Enameled White



You can soften lighting without new lamps and shades by using G-E Enameled white bulbs in fixtures and wall brackets.



25-watt.....25A/W

60-watt.....60A/W

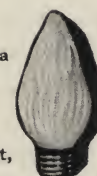
G-E Flame Shape

For decorative use only. In candelabra type fixtures and wall brackets.

15-watt.....15FC/W

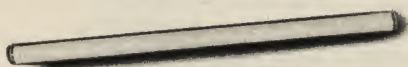
25-watt.....25F/W

Available in three colors: flamentint, white and ivory.



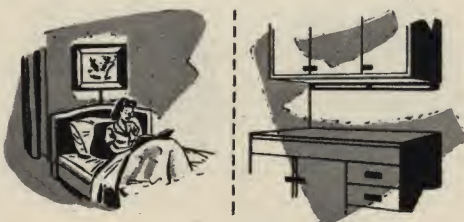
GENERAL ELECTRIC

Lumiline



There are many uses for these long filament tubes. Put them under your kitchen cupboards—or workbench shelves. Something new on the market is a picture bed lamp that conceals lumiline lamps in the bottom and top frames.

Wattage	Length	Order No.
30-watt (inside frosted)	17¾"	L30/1F
40-watt " "	11¾"	L40/1F
60-watt " "	17¾"	L60/1F

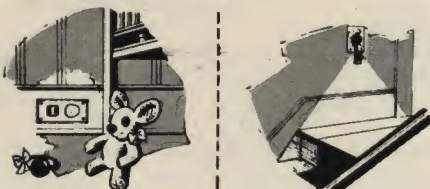


GENERAL ELECTRIC



Night Light

Let a 7-watt G-E Night Light guide you about your house during the night. Put one in the outlet in the hall, the bedrooms and bathroom. 7-watt..... 7C7/W



Special Bulbs for Special Places

These bulbs are small, but nevertheless of great importance—each one in its own tiny niche.

Vacuum cleaner	15-watt (T-7)	
Sewing machine	(clear with D.C. bayonet base).	15T7/6
Refrigerator	15-watt	15S11/102
	40-watt	40A15/1
Clock	6-watt (candela-	
Radio panel	bra base).	6S6
Indicators on other small appliances		
Oven:	40-watt	40A15/22

GENERAL ELECTRIC

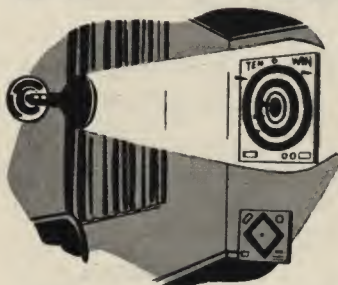
Reflector Flood and Spot Lamps



There's a real need for a Reflector bulb at the amateur workbench to spotlight the tools and machinery. Reflector bulbs are good for indoor games that need highlighting. Use them only indoors.

Reflector Flood	
150-watt	150 R/FL
300-watt	300 R/FL

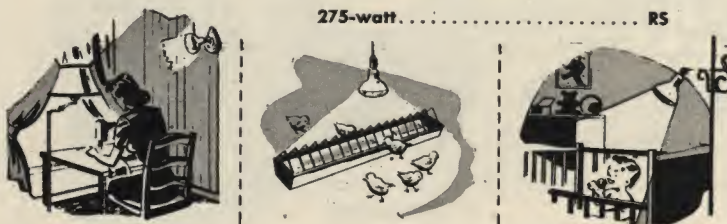
Reflector Spot	
150-watt	150 R/SP
300-watt	300 R/SP



GENERAL ELECTRIC

RS Sunlamp

Can be used in any ordinary socket. Have a sun treatment while busy at household tasks. Build up the bones of the children with sun treatments on dark or cold days.



GENERAL ELECTRIC

Infrared Heat Lamp



Soothing heat relieves muscular pain. Has many uses—among them, drying glue, paint, wet clothes, and hair.

250-watt (red bowl)...	250R40/10	250-watt (inside frosted)	250R40/1
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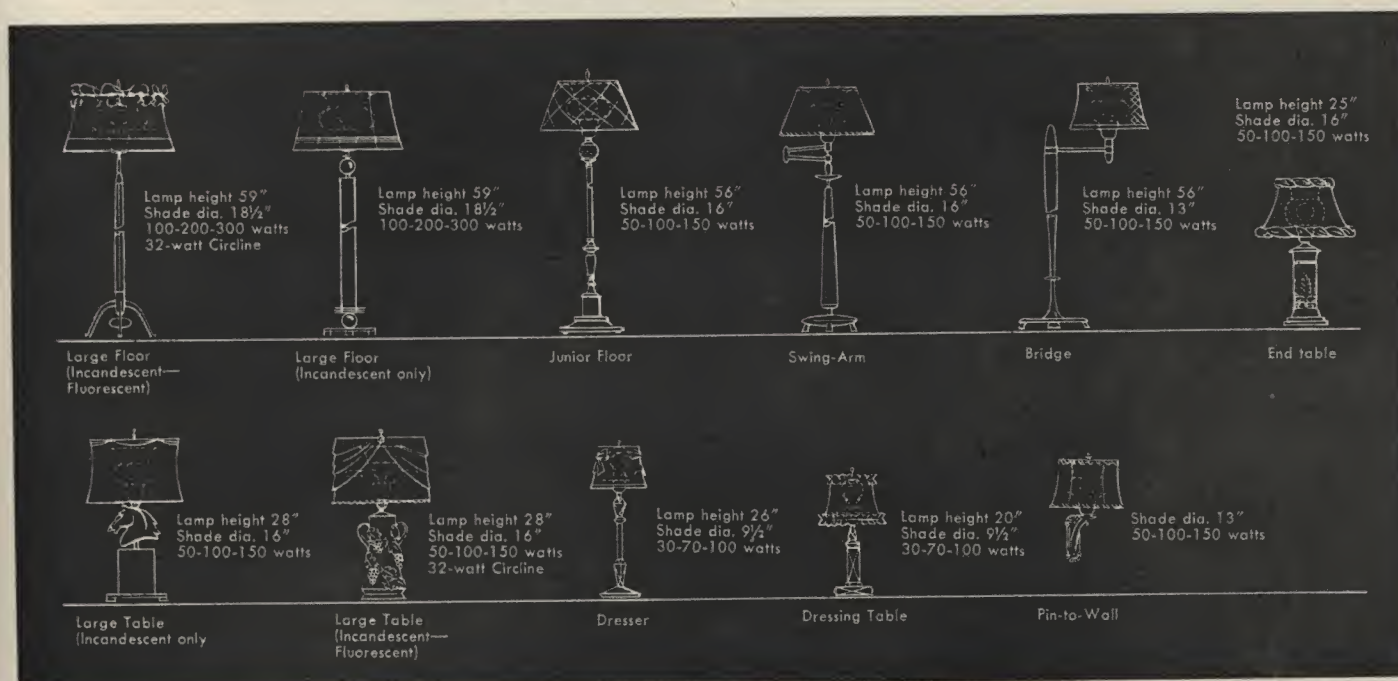
The Newest in Portable Lamps Are Certified

Latest in portable lamp designs are the Certified lamps. You can identify them by their tag which certifies that they're made to give the tops in eyelight to the eyes of your family, and in highlight to the beauty of your home.

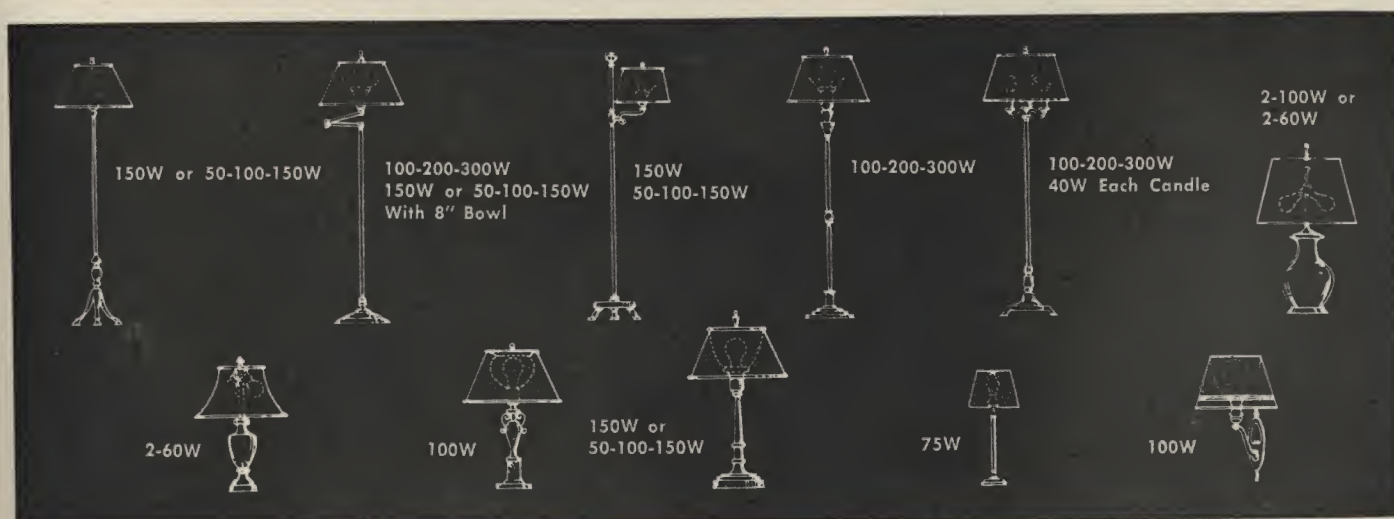
The reflector bowl is designed to suit the style of lamp, in order to give you glare-free, well-distributed light. The bulb sizes used assure you abundant light. They are three-light, so give you a choice of light.

Certified lamps are made to conform to rigid construction requirements so the switches won't loosen. The cords are secure, the shades and bowls stay in place, and the lamp won't tip easily.

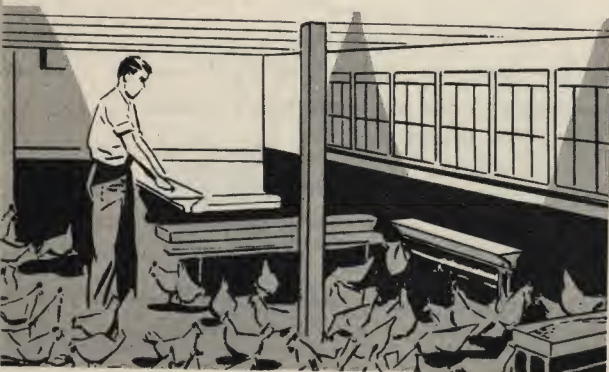
When you buy lamps look for the Certified tag. There is a Certified lamp for your every lighting need.



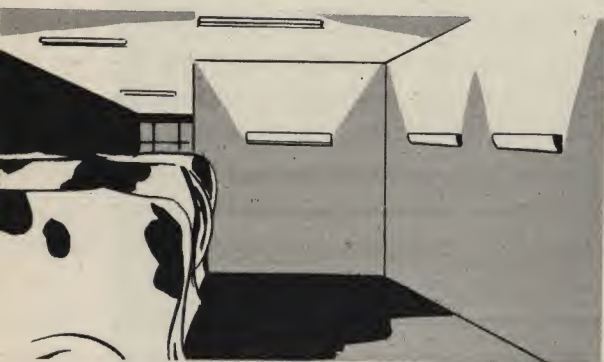
Use the Right-Size Bulbs in All Your Lamps



Light Up for Better Production



G-E Germicidal Lamps kill air-borne bacteria in the poultry house.



Germicidal radiation of air in the barn helps protect cattle from air-borne bacteria.



Brooder heat is supplied by a G-E Heat Lamp



Heat lamp for treatment of caked udder.



G-E Heat Lamps in the pig brooder.



Heat Lamps keep hands warm in the milk house.

Like an industrial plant, the Farm Factory needs good lighting to maintain maximum efficiency and production. Good lighting in farm buildings is essential to safety, convenience and cleanliness. You'll be protecting your investment all around when you make certain *your* Farm Factory has the best possible lighting.

Safeguard Livestock's Health ...with G-E Germicidal Lamps



Made of special hard glass which transmits powerful ultraviolet radiation that kills air-borne bacteria, helps prevent spread of air-carried disease in cattle, small stock and poultry. Use it wherever there is danger of air contamination, and to retard and prevent mold formation in cellars and cold-storage rooms.

15-watt.	G 15 T8
30-watt.	G 30 T8



...with G-E Infrared Heat Lamps

One of the most versatile of farm lamps. Over feeder trays, it keeps water and wet mash from freezing. Used in brooders for poultry, pigs and sheep, can be used to treat animals, dry paint, make cold motors start easier. Constructed of hard glass, with built-in reflector.

250-watt.	250 R 40/10
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G-E Rough Service and Vibration Lamps



Designed for the hard use, bumps and vibrations a lamp receives when used on an extension cord or on farm power equipment.

You will find that both of these lamps will stand up on many rough farm jobs.

50-watt Rough Service..... 50 A/RS

50-watt Vibration Service..... 50 A/VS



Built to "take it" on a drop cord...



Or on a vibrating farm machine

G-E R-40 Lamps Around the Shop



A convenient utility lamp for those hard-to-see jobs, or for permanent mounting where a "work" light is needed. Also available in weatherproof hard glass for use outdoors.

150-watt R-40 Flood..... 150 R/FL

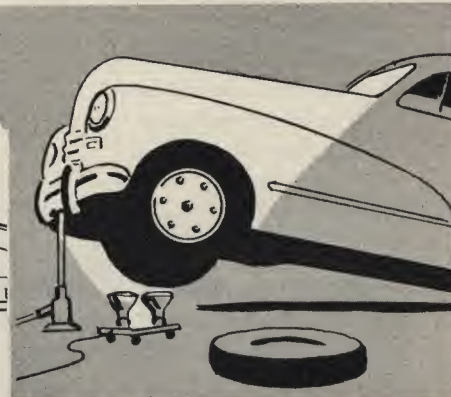
150-watt R-40 Spot..... 150 R/SP

300-watt R-40 Flood..... 300 R/FL

300-watt R-40 Spot..... 300 R/SP



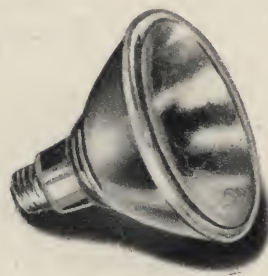
Good workmanship goes hand in hand with good lighting



A handy light—R-40 lamps on casters

G-E PAR 38 Lamps

For Extra Hours
of Daylight Outdoors



Durable hard-glass lamps that light up your yard, garden and field to make after-dark chores easier and faster, prevent accidents. PAR 38 lamps mean extra hours of productive time added to your working day, extra hours for fun outdoors.

150-watt PAR 38 Flood..... 150 PAR/FL

150-watt PAR 38 Spot..... 150 PAR/SP

... for gardening



... for fun



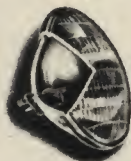
... for after-dark jobs



... and for business



Better Light at Night with GENERAL ELECTRIC Sealed Beam Lamps



Rugged construction of the famous G-E "All-Glass" Sealed Beam headlights and special-purpose lamps make them ideal for farm work. They make night driving safer, and permit easier, faster after-dark work.

Sealed Beam Headlamp.....	4030
Sealed Beam Tractor Lamp.....	4013
Sealed Beam Fog Lamp.....	4012
Sealed Beam Spot Lamp.....	4535



All-glass sealed beam lights provide full visibility for night tractor work.



Check the herd in a matter of seconds with a sealed beam mobile unit.



G-E sealed beam headlights add safety to night driving in any weather.



G-E Fluorecents make grading and sorting of fruit easier.

Clear, Cool Light With G-E Fluorescent Lamps



A "cold" illumination that brings out true color. Excellent for lighting a workshop, over storage bins or where fruits and grains are graded and sorted.

15-watt.....	F 15T8/W
30-watt.....	F 30T8/W

G-E Standard Lamps For Every Lighting Job



A well-placed light illuminates pathways and doors of buildings.

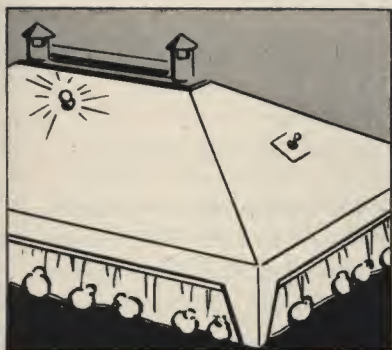
Indoors and out, wherever it's dark, you'll get around faster and safer with good lighting. G-E standard lamps are available in sizes from 15 to 1500 watts, for every lighting need on the farm. Inside frosted "daylight" lamps in 60, 100, and 150 watts.



Properly placed light at head of stairway means greater safety.



Light over hoppers allows chickens to continue active after dark.



G-E indicator lamp on the brooder helps guard against baby chick losses.



Temporary construction barriers are no hazard when marked with a warning light.



In the hatchery G-E indicator lamps help guard lives of newborn chicks.

GENERAL ELECTRIC

Indicator Lamps

Require little power and can operate on a standby or generator service. Ideal as pilot lights on electric fence, incubator, fuse box, heat control, thermostats, freezing units or as temporary warning lights. **NE34**

G-E ENAMELED

YELLOW LAMPS



Yellow light has less attraction for night-flying insects than white light. On porches, in barns or in the garden, you'll find you are bothered less by swarming night bugs when you use G-E Yellow Lamps.

60-watt. **60A/Y**
100-watt. **100A21/61Y**

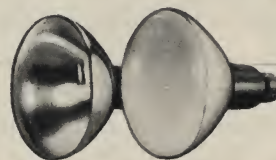


G-E Yellow Lamps help you enjoy the outdoors after dark . . .



. . . because they attract fewer night-flying insects.

Capture Them on Film with GENERAL ELECTRIC Photographic Lamps



Preserve for the future the happy moments, the important occasions, that arise in your family . . . weddings . . . reunions . . . before-and-after pictures of your farm improvement plans, a prize-winning calf, or an outstanding crop . . .

Photo Flood. **PH/RFL2**

Photo Spot. **PH/RSP2**



Memories of joyful family gatherings will remain alive for many years on film.



Photographs of happy occasions mean more and more as the years go by.



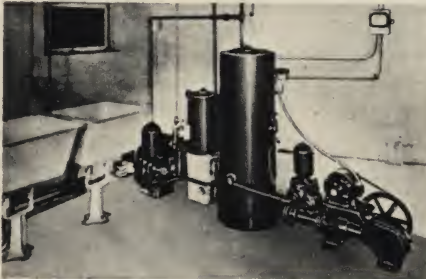
Proud and happy moments such as this deserve to be kept for the family record.

Farm Equipment

● There are many General Electric products which offer short cuts to profitable farming.

The G-E motors shown on these pages will operate almost every type of farm machine. The table below gives a partial list of the hundreds of jobs you can turn over to an electric motor—for lighter work, greater profit, and easier living.

All of the electrical farm equipment shown on these pages is available from your G-E farm and home dealer or retailer. But remember that G.E. also makes many other items which are built into products made by other manufacturers. When buying any electrical equipment, look for the G-E Monogram. It's your guarantee for long, trouble-free performance.



You can have plenty of running water on your farm at a cost of only a few cents a day.



Electricity will easily shell 100 bushels of corn for you for only about fifteen cents.



A motor will elevate 600 bushels of corn, quickly and easily, at a cost of about six cents.



For a few cents a day, an electric ventilating fan will help keep your poultry healthier.

HANDY GUIDE FOR SELECTING MOTORS AND CONTROL

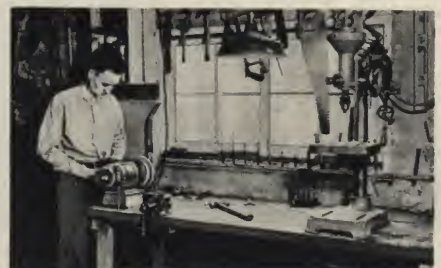
Machine To Be Driven	Motor Type*	Range of Motor Hp	G-E Control Type
Band Saw (shop)	C	1/4 to 1	CR1061-CR1062
Barn Ventilator	H or C	1/4 to 1/2	CR1061
Bottle Washer (brush)	H	1/4 to 1/2	CR1061
Bottle-washing Machine	C or CJ	1 to 5	CR1062-CR7006
Churn	H or C	1/4 to 1/2	CR1061
Cider Mill	C	1/2	CR1061
Concrete Mixer	H or C	1/4 to 1/2	CR1061
Corn Husker and Shredder	SCR	5 to 7 1/2	CR7006
Corn Sheller (1 or 2 holes)	H or C	1/4 to 1/2	CR1061
Cream Separator	H	1/4 to 1/2	CR1061
Drill Press	H or C	1/4 to 1/2	CR1061
Emery Wheel	H	1/4	CR1061
Ensilage Cutter	SCR	5 to 7 1/2	CR7006
Fan (domestic)	H	1/20 to 1/4	CR1061
Feed Grinder	C, CJ or SCR	1/2 to 7 1/2	CR1061-CR1062-CR7006
Feed Mixer	C	1/2 to 1	CR1061-CR1062
Forge Blower	H or C	1/4 to 1/2	CR1061
Fruit Grader and Washer	H or C	1/4 to 1/2	CR1061
Furnace Blower	H	1 1/2 to 1/4	CR1061
Grain Cleaner	H or C	1/4 to 1/2	CR1061
Grain Drier	C, CJ or SCR	1/2 to 5	CR1061-CR1062-CR7006
Grain Elevator (installed)	C or CJ	1/2 to 2	CR1061-CR1062
Grain Elevator (portable)	C, CJ or SCR	3 to 7 1/2	CR7006
Green-feed Cutter	C	1/4 to 1	CR1061-CR1062
Grindstone	H	1/2	CR1061
Hay Baler	SCR	5 to 7 1/2	CR7006
Hay Chopper	SCR	7 1/2	CR7006
Hay-curing Fan	SCR	3 to 7 1/2	CR7006
Hay Hoist	CJ or SCR	3 to 5	CR7006
Ice-cream Freezer	C	1/4 to 1/2	CR1061
Irrigation Pump	CJ, SCR or 3-phase	3 to 50	CR7006
Lathe	H or C	1/4 to 1/2	CR1061
Meat Grinder	C	1/4 to 1/4	CR1061
Milk Cooler	C, CJ or SCR	1/4 to 10	CR1061-CR1062-CR7006
Milking Machine	C or CJ	1/4 to 3	CR1061-CR1062
Paint Sprayer	C or CJ	1/4 to 2	CR1061-CR1062
Potato Grader	C	1/2	CR1061
Pump Jack	C	1/2	CR1061
Root Shredder	C	1/2 to 1	CR1061-CR1062
Stable Cleaner	C	1/2	CR1061
Sheep Shearer	H or C	1 1/10 to 1/2	CR1061
Stationary Spray	CJ or SCR	1 1/2 to 10	CR1062 to CR7006
Straw Cutter	C	1/4 to 1/4	CR1061
Tool Grinder	H or C	1/4 to 1/2	CR1061
Thresher	SCR	10	CR7006
Washing Machine	H	1/4	CR1061
Water System (shallow)	C	1/4 to 1/2	CR1061
Water System (deep well)	C or CJ	1/2 to 1 1/2	CR1061-CR1062
Wood Saw	SCR	5 to 7 1/2	CR7006

*H — split-phase fractional
C — capacitor fractional

CJ — capacitor integral
SCR — repulsion-induction integral



One motor mounted on an easy-to-move wagon or cart can do many jobs on your farm.



An electric motor in your workshop will save you money and speed up many repair jobs.

New Motors

Tailor-Made For Farm Jobs

● General Electric fractional-horsepower utility motors are the best "hired hands" you can have. Sturdy and long-lived, with practically indestructible squirrel-cage rotors and tough, rolled steel frames, they will do almost any stationary job around your farm.

They operate quietly, start instantly, summer or winter, and require little attention and maintenance beyond occasional lubrication. All have drip-proof construction to keep water and dirt out of the motor, and all are built for maximum protection against injury from falling matter or objects.

Models listed below have quiet sleeve bearings, and solid steel bases with four bolt holes for easy mounting.

Split-Phase Models

Inexpensive, reliable motors, excellent for driving all farm devices where high initial starting ability is not necessary. For example, these models may be used on small grinders and saws, direct-connected ventilating fans, drill presses, jig saws, lathes, planers, sprayers, small churns, washing machines, and buffers.

Simple design, construction, and operation assure years of service. Quiet operation. No interference with radio reception. A wonderful value for your motor dollar.



1/4 Horsepower—Sturdy and compact, with ample reserve power. Shaft $1\frac{1}{2}$ " long, and diameter of $\frac{1}{2}$ ", with flat. Net weight, 21 lbs.

$\frac{1}{4}$ hp, 1725 rpm, 115 volts, 60 cycle, a-c.

Model **1E152 • \$13.50**

1/3 Horsepower—Compact, de luxe model with all refinements. Comes complete with 8-foot cord with molded rubber plug, line switch, and built-in overload protection to guard motor against damage from overheating. Shaft extends on either end of motor, $1\frac{1}{2}$ " long, to permit driving two devices at once. Shaft diameter $\frac{1}{2}$ ", with flats. Net weight, 25 lbs.

$\frac{1}{3}$ hp, 1725 rpm, 115 volts, 60 cycle, a-c.

Model **1E158 • \$19.70**



Capacitor Models

These motors have capacitors connected in series with starting winding for higher starting torque. Recommended for driving devices requiring higher initial starting ability. For example, these models may be used on pumps, air compressors, belt-driven fans, refrigerators, milk coolers, milking machines, cream separators, and large saws.

1/3 Horsepower—Sturdy motor for heavy-duty jobs. Shaft $1\frac{1}{2}$ " long, and diameter of $\frac{1}{2}$ " with flat. Comes complete with 8-foot cord with molded rubber plug, line switch, and built-in overload protection to guard motor against damage from overheating. Net weight, 26 lbs.

$\frac{1}{3}$ hp, 1725 rpm, 115 volts, 60 cycle, a-c.

Model **1E159 • \$27.95**

1/2 Horsepower—De luxe motor for jobs requiring high speed and extra power. Comes complete with 8-foot rubber cord with molded rubber plug, line switch, and built-in overload protection to guard motor against damage from overheating. Single shaft $1\frac{7}{8}$ " long, and diameter of $\frac{5}{8}$ ", with key. Net weight, 32 lbs.

$\frac{1}{2}$ hp, 1725 rpm, 115 volts, 60 cycle, a-c.

Model **1E160 • \$39.85**

3/4 Horsepower—Heavy-duty motor, comes complete with 8-foot cord with molded rubber plug, line switch, and built-in overload protection to guard motor against damage from overheating. Shaft extends on either end of motor $1\frac{7}{8}$ " long, to permit driving two devices at once. Shaft diameter $\frac{5}{8}$ ", with key. Net weight, 33 lbs.

$\frac{3}{4}$ hp, 3450 rpm, 115 volts, 60 cycle, a-c.

Model **1E161 • \$47.35**

3/4 Horsepower—Efficient, heavy-duty motor for tough jobs. Single shaft $2\frac{1}{4}$ " long, and diameter of $\frac{3}{4}$ ", with key. Net weight, 50 lbs.

$\frac{3}{4}$ hp, 1725 rpm, 115/230 volts, 60 cycle, a-c.

Model **1E162 • \$51.05**

General Electric Motors For Heavy-Duty Farm Jobs

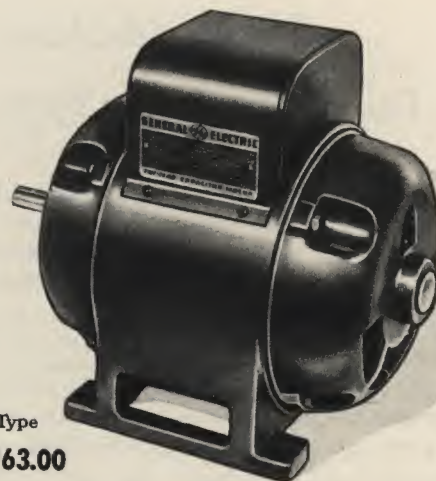
Single-Phase Tri-Clad Capacitor Motor

These G-E Tri-Clads, up to 3 hp, are built for longer service life with—

- extra protection against physical damage
- extra protection against electrical breakdown
- extra protection against operating wear and tear

Single-Phase Repulsion- Induction Motor—Type SCR

For ratings above 3 hp, Type SCR motors have high starting torque and low starting current. Well adapted to hay curing, feed grinding, silo filling, wood sawing, hay hoisting, etc.



3-HP Tri-Clad* Type
KCJ Capacitor Motor **\$163.00**

Horsepower 1800 RPM	Voltage	Type	Price
1	115/230	KCJ	\$78.00
1½	230	KCJ	101.00
2	230	KCJ	129.00
3	230	KCJ	163.00
5	115/230	SCR	239.00
7½	230/460	SCR	337.00

*REG. U. S. PAT. OFF.

G-E Barn Hay Curing

Means Better Hay for You—Now you can cure hay in your barn by blowing air through the hay by use of a system of ducts connected to a motor-driven blower. In the protection of the mow, the hay dries faster and better. Your hay will be greener, leafier. Your grain and concentrate bills will be less, because your hay will have more feed value.

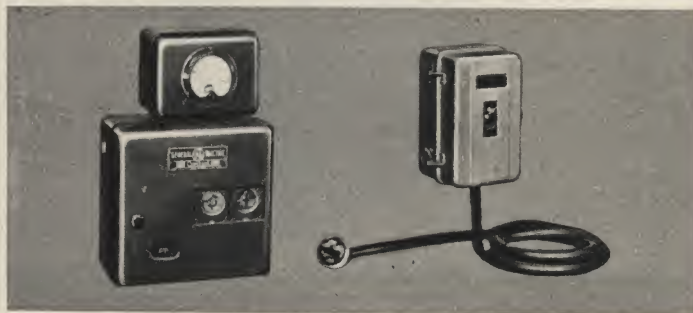
Barn-cured hay means less loss due to bad weather—practically eliminates fire dangers due to spontaneous combustion—and gives you hay worth \$5 to \$10 more per ton than the best field-cured hay. And the same equipment is quickly and easily adapted to drying corn and other grain crops. With your crops no longer at the mercy of changing weather, barn curing may even save you an entire crop.

Equipment includes G-E Type-SCR motor, ammeter to measure volume of air flow,* and a magnetic starter to turn motor OFF and ON.



Motor Data

Horsepower 1800 RPM	Volts	Frame Size	Type	Price
3	230	225	KCJ	\$163.00
5	115/230	254	SCR	239.00
7½	230/460	324	SCR	337.00

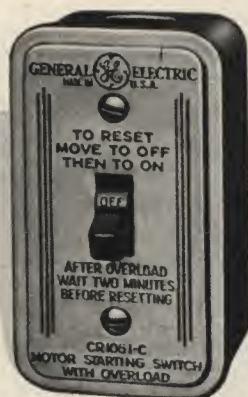


Control Data

Horsepower	Volts	Type Starter	Catalog No. of Switch	Price Starter and Switch
3	230	CR7006D51GD	407X53	\$20.00
5	230	CR7007D40	407X53	25.00
7½	230	CR7006D52CE	407X53	43.00

Ammeter Data

Horsepower	Ammeter Scale	Catalog No.	Price
3	0-25	3885554G5	\$29.40
5 or 7½	0-50	3885553G8	29.40



Manual Motor Starter

For split-phase and capacitor motors of 1 hp or less. Compactly built—can easily be mounted almost anywhere. Operates with a flip of the switch. Built-in overload protection. Catalog No. 4983958.

Model **CR-1061** • \$3.50



Manual motor starter CR-1061 used for convenient and safe control of dairy-barn ventilating fan.



Use of manual motor starter CR-1062 for easy and convenient control of hay-hoist motor.

Protect Your Motors — With the Right G-E Control

Every motor you use needs a control—an “electric brain” to protect it from overload damage by disconnecting it before overheating occurs. If your motor does not have a built-in control, you should protect it by providing the right control.

Controls also make it easy to stop and start your motors—even at a point distant from the location of the motor.



Controls For Single-Phase Motors

Manual and magnetic starters for use with motors of 1 hp or more. Manual starters operate with the flip of a switch and have built-in overload protection.

The magnetic starter is especially recommended for saws, grinders, ensilage cutters, etc. When this control spots trouble, it shuts the motor off, *and leaves it off* until you push the START button again. Magnetic starters offer the same overload protection found in manual starters, *plus* undervoltage protection which prevents the motor from unexpectedly restarting again after the control has shut it off.

In addition to permitting control at a point distant from the motor, magnetic starters also make it possible to control motors by automatic float switches, limit switches, and pressure switches.

Controls For Single-Phase Motors

Horsepower	Voltage	Manual Starter Catalog No.	CR-1062 Price	Magnetic Starters Catalog No.	CR-7006 Price
1	115	4981887	\$9.00	D50DG102	\$17.50
1½	230	4981887	9.00	D50DG103	17.50
1½	115	4981890	11.50	D51GDG2	20.00
1½	460	4981887	9.00	D50DG104	17.50
3	115	—	—	D52CEG2	43.00
3	230	4981890	11.50	D51GDG3	20.00
5	460	4981890	11.50	D51GDG4	20.00
7½	230	—	—	D52CEG3	43.00

NOTE: Magnetic starters are furnished with either separate or built-in push buttons. Prices and catalog numbers listed are for built-in push buttons.

GENERAL ELECTRIC
**Exposure
Meters**



Get better pictures every time.

REGULAR MODEL DW58

For all still photography or movies—black and white or color. Easy to operate. Measures reflected and incident light.

More than half a million of these simple, accurate, proved-quality meters are already being used by beginners, advanced amateurs, and professional photographers.

412X36 • \$19.95*

Handy Carrying Case **99X931 • \$1.65**



DE LUXE MODEL PR-1

A radically new exposure meter that remembers what it reads. For all photographic uses. Reads reflected light and incident light. Small, lightweight, with large easy-to-read dial. The only exposure meter with such exclusive G-E features as the pointer-locking mechanism, TRI-DENT analyzer, and synchro-dial. **451X1 • \$32.50***

Incident Light Attachment. **451X2 • \$2.50**

Handy Carrying Case. **451X3 • \$2.25**

All prices include Federal Excise Tax.

*Fair-trade Price.

Handy G-E Floodlights



Protect property and make after-dark chores easier and safer. An indispensable aid for loading stock or repairing your car at night. Lights driveways, roadside stands.

Lightweight and weatherproof. All-aluminum body with steel base and stand. Can be mounted anywhere and adjusted to almost any position. Use ordinary 100-watt lamp. Front glass held by quick-action, snap-on ring. 6-foot rubber cord.

G-E Handy Floodlight, Type L-65. **A16861 • \$3.95**

If your job needs a larger floodlight, the Type L-66, which uses a 200-watt lamp, is recommended.

G-E Floodlight, Type L-66. **A175G4 • \$12.50**



Good, safe light in your haymow.



Helpful light for emergency night repairs.

GENERAL ELECTRIC

Stock-Tank De-icer



Keeps a drinking hole in the ice of your outdoor stock tanks all winter long.

When it's below zero, the De-icer lets your stock have all the drinking water they want. Tests have proved that plenty of water means more milk, more weight on meat animals, and greater profits. No need to chop ice or build fires. The De-icer does not heat the entire tank, but remains just warm enough to keep a drinking hole open. Thermostatic control shuts it off when not needed. Plug it into any electric outlet, let it float in your tank—and forget it.

300 watts, 115 volts, a-c. **6A221G2 • \$17.95**



GENERAL ELECTRIC

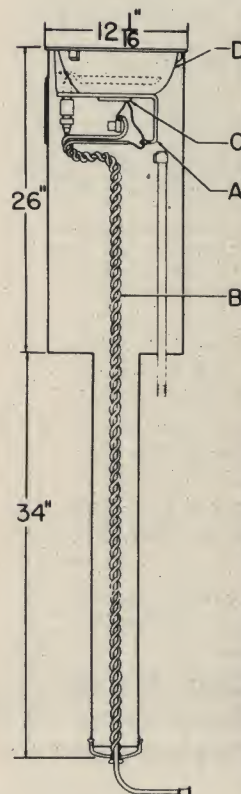
Stock Waterer

Plenty of clean, fresh drinking water for your stock all year round—summer or winter. Keeps water from freezing. Operates just like a barn drinking bowl—stock nose down treadle. Thermostat turns electricity on only as needed to keep water above freezing point.

Solid steel housing. Inside tubing of copper. Built to give years of service and resist rough usage. Sink base in ground and make simple connections. Works on any piped water system with pressures above one or two pounds. 220 watts, 115 volts, a-c.

6A254 • \$59.50

A—Heater Unit. B—Heating Cable. C—Thermostat. D—Treadle in bowl.



GENERAL ELECTRIC Heating Cable FOR SOIL HEATING

Buried in hotbeds, benches, plant houses, and cold frames, and operated by automatic thermostat to give controlled heat, with these advantages:

Rate of plant growth is under direct control of the operator. Any desired soil temperature above freezing can be selected and maintained automatically.

Higher percentage of germination. More uniform and vigorous plants, with reduced transplanting losses, are produced in a shorter time.

Beds are always ready for use, requiring only the snap of a switch to turn them on.

Equipment is simple, clean, agreeable to work with, and inexpensive to install and operate. Lasts for years. Electric soil heating is the most economical, convenient method.



Heating Cable installed in greenhouse bench.

G-E Soil-Sterilizing Equipment



Soil Sterilizer installed in sterilizer box built from instructions supplied with unit.

Healthy plants grow only in soil free from plant enemies—insects, fungi, weeds, etc. G-E Soil Sterilizers destroy these enemies easily and inexpensively. Soil is heated to between 160° and 180°F, for one-half hour. Thermostats maintain this temperature automatically. Less than 1¼ kwh of electricity will sterilize one cubic foot of soil. Each ½-cubic-yard sterilizer requires four 750-watt, 115-volt Calrod heaters.

G-E Soil-Sterilizing Set—includes 4 units, mounting straps, studs, nuts, washers and complete instructions for building sterilizer box.

5A137G20 \$56.00

Thermostat CR2992-R1 for automatic control of temperature.

4980281G96 \$16.50

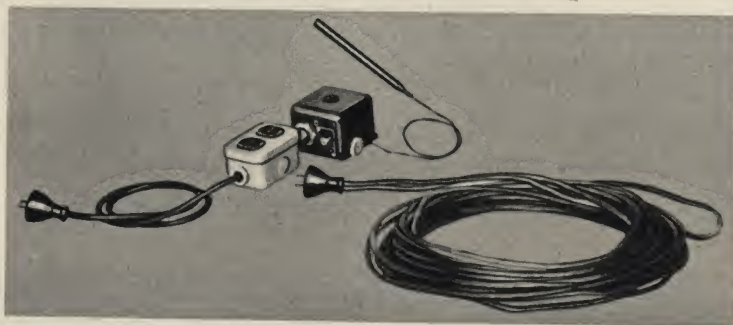
General Electric Heating Cable For Protection of Pipes

Cable can be taped to water pipes to prevent freezing or to keep water at desired temperature automatically by thermostatic control—in barns, poultry houses, or outdoor stock-watering devices. Saves time and money by preventing bursting pipes, and water carrying due to freezes.



Outer insulation spread to show cable applied to water pipe.

For Other Uses—G-E heating cable will serve countless other uses—as in downspouts, poultry water warmers, and poultry-house floor heating.



Standard Kits—Most requirements can be met with heating cable of 400 watts on 115 volts, or 800 watts on 230 volts. For such jobs no wiring or interconnections are necessary. Standard kits are ready to be plugged in.

115-Volt A-C Kit—Thermostat assembly and 60-foot Type 19 Awg cable assembly. Suitable for beds of 36 sq ft or less.

69X787 \$23.35

Extra 60-foot Type 19 Awg cable assembly. **4915978G1 \$7.50**

230-Volt A-C Kit—Thermostat assembly and 120-foot Type 19 Awg cable assembly. Suitable for beds of 72 sq ft or less.

69X788 \$29.35

Extra 120-foot Type 19 Awg cable assembly. **4915978G2 \$13.50**

G-E Heating Cable by the Foot. Do not use less than 60 feet on 115-volt circuit, or less than 120 feet on 230-volt circuit. 9¢ per foot.

G-E THERMOSTAT

Maintains temperatures from 30° to 120°F. automatically. Consists of heat-sensitive bulb connected with 18 in. bendable tube. Temperature-selecting knob indicates setting. Handles 6 cable lengths on 115-volt a-c or 230 volt a-c. 25 amperes, 115-230 volts, a-c. **4980281G18 \$12.40**



G-E Strip Heaters

Serve the double purpose of air heating or clamp-on surface heating. Excellent where controlled heat is desired, such as in drying cabinets, incubators, etc., and near exposed valves and pipe lines to prevent freezing. They offer uniform heat distribution, rigid construction, and ease of installation. The chrome-steel casing is rust- and corrosion-resistant.

Maximum Allowable Sheath Temperature — 1200°F.		Dimensions in Inches		
Catalog No.	Watts	Price	Over-all Length	Effective Heating Length
2A400	200	\$3.60	7	3
2A401	350	4.05	11½	7¾
2A403	500	4.60	17¾	13¾
2A404	500	5.10	23½	19½
2A405	750	5.10	23½	19½



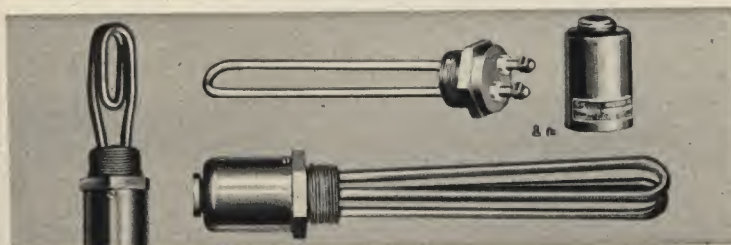
Front view of G-E Strip Heater—offset terminals at one end.

Strip Heaters listed are rated at 115 volts. Available in 230 volts without change in size or price. Also available with steel sheath instead of chrome-steel, or with terminals at both ends.

GENERAL ELECTRIC

Calrod* Immersion Heaters

Heat water in tanks, milk cans, etc., by placing unit directly in water. Inexpensive in cost and operation. Used successfully by thousands of industries. Seamless tubing and compact insulation, carefully sealed at terminals to guard against moisture.



Details of typical Calrod Immersion Heaters

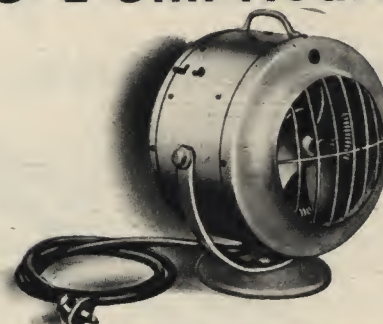
Watts	Length from End of Heater to Threaded Collar	Over-all Length	Catalog Number	Price
600	5"	8½"	15X820	\$11.00
750	8"	11½"	15X822	11.70
1000	10"	13½"	15X824	13.00
1200	8"	11½"	15X826	16.30
2000	10"	13½"	15X828	18.90

Heaters listed have 1¼-in. collar, threaded with standard pipe thread. 115 volts. 230-volt rating available at same prices. Other water-immersion heaters available in ratings up to 10 kw, and oil-immersion heaters up to 5 kw.

Portable water-immersion heater used in pails or tanks, milk cans, and barrels as deep as 30 inches. 12-foot rubber cord. Should be immersed at least 5 inches during operation. 1300 watts, 115 volts, a-c. **62X756 • \$20.90**



G-E Unit Heaters



FORCED-CONVECTION TYPE

Fan draws air over Calrod unit to direct quick heat where you want it. Portable or larger models for wall or ceiling mounting. G-E Motor. May be used without heat as a fan. Automatic control by thermostat optional.

	Watts	Catalog Number Single-phase 50/60 cycle, a-c		Velocity of Air (ft per minute)	Price†
		115 VOLTS	230 VOLTS		
Floor-mounted	2000	2A174G31	2A174G30	390	\$58.00
Floor-mounted	3000	2A175G23	2A175G30	730	66.00
Floor-mounted	4000		2A176G30	750	75.00
Wall-mounted	5000		2A177G27	850	81.00
Wall-mounted	7500		2A178G27	865	115.00
Wall-mounted	10,000		2A201G20*	1725	139.00
Wall-mounted	12,500		2A202G20*	1753	158.00
Wall-mounted	15,000		2A203G20*	1782	175.00

*3-PHASE, 50/60 CYCLE A-C.

†PLUS 10 PER CENT FEDERAL EXCISE TAX.



NATURAL-CONVECTION TYPE

Floor- or wall-mounted. Excellent for small farm buildings. Consists of G-E Strip Heaters in perforated steel case. Baffle on wall model prevents scorching of walls. Automatic control by thermostat optional. Voltages listed below. Also available in 440-volt, a-c only.

	Watts	Catalog Numbers		Price†
		115 VOLTS a-c or d-c	230 VOLTS a-c or d-c	
Floor-mounted	1000	2A294G20	2A294G21	\$22.30
Floor-mounted	2000	2A295G20	2A295G21	29.00
Floor-mounted	3000		2A296G21	36.00
Floor-mounted	4500		2A297G21	47.00
Wall-mounted	1000	2A290G40	2A290G41	28.00
Wall-mounted	2000	2A291G40	2A291G41	38.00
Wall-mounted	3000		2A292G41	47.00
Wall-mounted	4500		2A293G41	63.00

*TRADE-MARK REG. U.S. PAT. OFF. †PLUS 10 PER CENT FEDERAL EXCISE TAX.

G-E Soldering Irons

*Almost as Valuable on the Farm
as a Hammer*



A good soldering iron is one of the most useful of farm tools. The model pictured above is the Handy Soldering Iron, especially designed to meet average farm and workshop requirements. Easy to use in mending leaky pails and containers, leaking pipes, and all loose wiring connections.

85 watts, 115 volts, a-c.
Handy Soldering Iron.

6A302 • \$3.95

The following table lists larger models, all of which have replaceable tips, and operate on 115 volts.

Catalog No.	Watts	Size of Tip in Inches	Price
6A161	75	$\frac{3}{8}$ or $\frac{1}{2}$	\$9.55
6A162	100	$\frac{3}{8}$ or $\frac{1}{2}$	9.55
6A200	100	$\frac{3}{4}$	10.80
6A201	200	1	13.55
6A202	300	1 $\frac{1}{4}$	16.40

General Electric's 25 years of experience in the manufacture of soldering irons make these tools superior in every way. Lightweight—fitted with cool, easy-to-grasp handles. And, they're equipped with famous G-E Calrod* heating units for long, reliable service. Heat quickly and stay hot until you have finished using them.

*TRADE-MARK REG. U.S. PAT. OFF.

New Automatic Time Switch

... For Your Poultry House or Greenhouse



Automatically turns lights ON and OFF in your poultry house to increase winter egg production, or in your greenhouse to speed plant growth.

Just set the dial and the switch does the rest. Will turn any single circuit ON and OFF during any 24-hour period. Needs no attention until you want to change the setting. Simple design and clearly marked terminals for easy installation. Rugged construction for long life.

More Profit—Regular light schedule assures top egg production and earlier plant maturity.

Saves Time—Automatic light control releases you for other work.

Saves Trouble—No more need to get up before dawn to turn on lights.

Saves Electricity—Turns lights ON and OFF exactly as needed.

Suitable for many other farm uses in addition to poultry house and greenhouse lighting.

T-47. Handy Time Switch. Approved by Underwriters' Laboratories, Inc.

Other models available. **414X94 • \$12.45**

Automatic poultry house lighting means more eggs—more profit.

GENERAL ELECTRIC

Farm Welder

Quick repairs on vital harvesting machinery. A welder designed and built especially for farm use.

You can—

Make quick, on-the-spot repairs without losing valuable time dismounting equipment and taking it to town—

Prolong the life of your equipment by hard-surfacing and rebuilding worn spots—

Change standard farm equipment to make it better suited to your own needs—or build your own special-purpose machines at almost no cost.

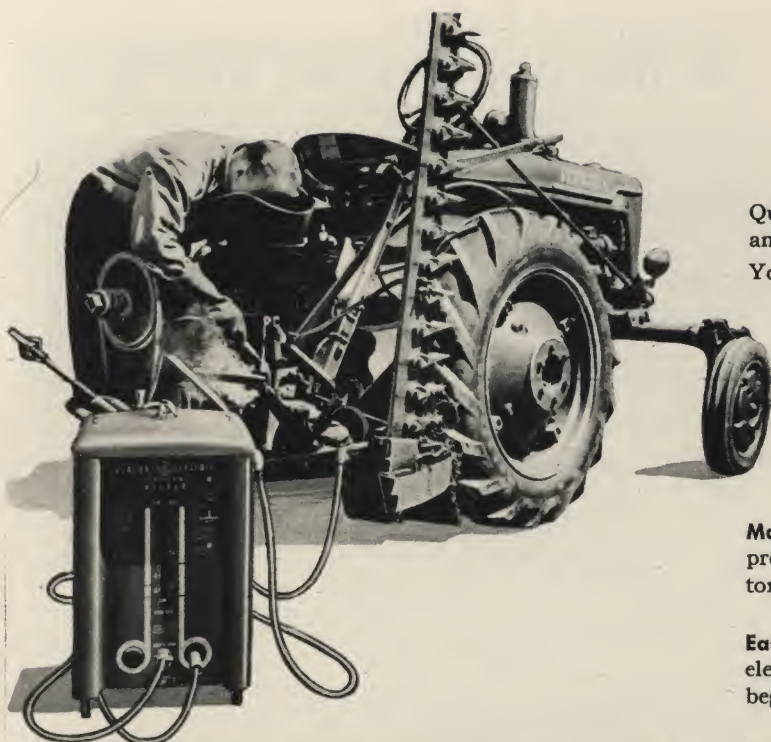
Maximum Protection—Designed and built to provide the greatest protection for operator and welder. Listed by Underwriters' Laboratories, Inc. Meets REA requirements and NEMA specifications.

Easy Operation—Handy electrode gauge and current scale marked in electrode sizes. Makes current selection easy. Flip the switch, and begin to weld. Little practice needed.

Sturdy Construction—No rotating parts. Two plug-in connections. Simplicity assures long life and low maintenance.

Portable—130-ampere model weighs only 115 pounds; 180-ampere model, 150 pounds.

Low Operating Cost—Operating cost is low. Users report no significant increase in power bills.



Rating Amperes	Capacitors*	Model Number P	Price With Accessories
130	No	6WL1A1	\$152.00
130	Yes	6WL1A2	162.00
130	No	6WL1A3	152.00
180	No	6WL2A1	172.00
180	Yes	6WL2A2	188.00
180	No	6WL2A3	172.00

*Included in some models for power-factor correction. Power factor correction is often not required. Consult your dealer or your power company representative for information on this subject.

Extra Electrodes					
Type	Stock Size Diameter (Inches)	Stock Size Cut Lengths (Inches)	Packages Weight	No. of Pieces (Approx.)	Net Price
W-25	1/16	9	5	500	\$4.50
W-25	5/64	12	5	300	2.25
W-25	5/64	12	10	600	4.50
W-25	3/32	12	5	185	1.70
W-25	3/32	12	10	375	3.30
W-25	1/8	14	10	180	2.70
W-25	5/32	14	10	115	2.50
W-93	1/8	14	10	145	4.20
W-93	5/32	14	10	95	3.80
W-2075	3/32	12	5	90	11.50
W-2075	1/8	14	5	73	10.00
W-2075	5/32	14	5	45	9.00



Complete welder with accessories

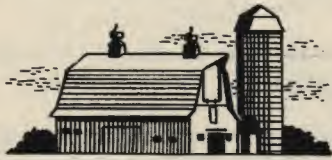
Comes complete with—

10-foot primary cable with 3-pronged plug and wall socket. 15-foot electrode cable, fully insulated electrode holder, and attached plug connector.

10-foot ground cable with attached ground clamp. And all these accessories—complete instruction manual, welder's helmet, slag hammer, scratch brush, 4 lbs of G-E type W25 general-purpose mild-steel electrodes, one lb of G-E type W93 hard-surfacing electrodes, and 1/2 lb G-E type W2075 electrodes for welding cast iron.

Casters (\$8.00) and electric carbon-arc torch (\$15.00) for welding or brazing cast iron and nonferrous metals are optional.

Good Wiring...in the home...on the farm



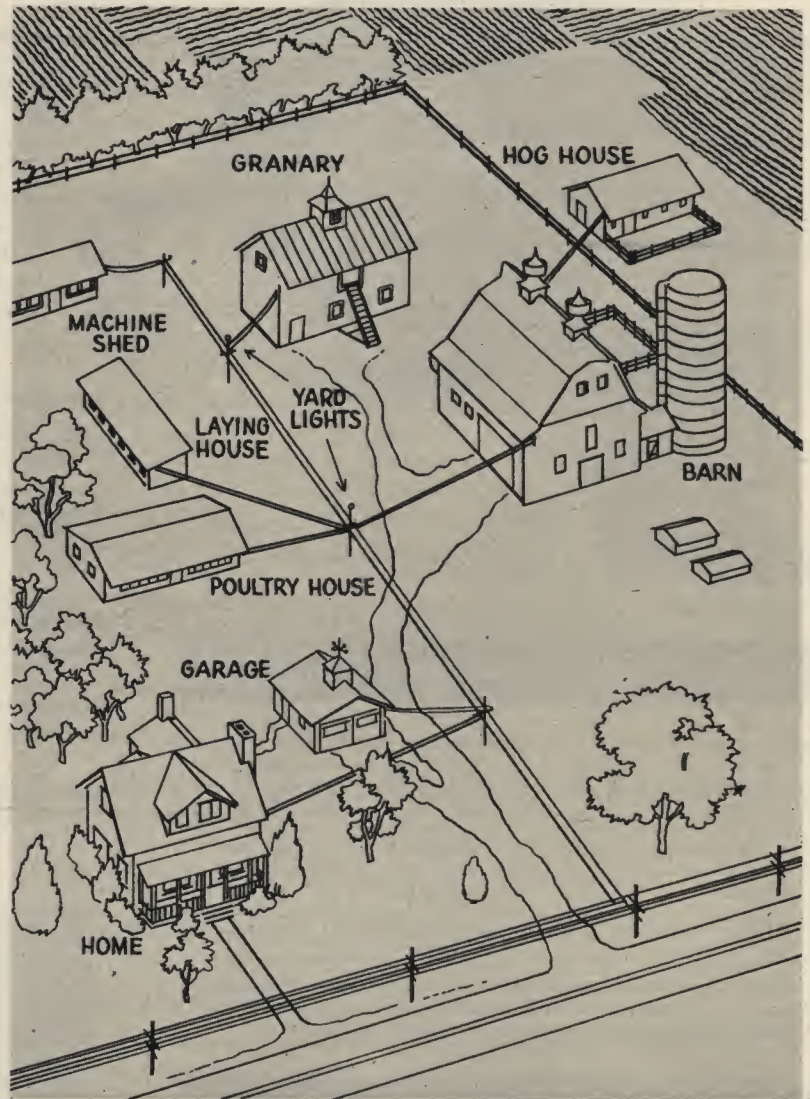
The finest electric equipment cannot give you satisfactory service if you have a poor wiring system.

Yet the difference in original cost between good and poor wiring is often measured in pennies—not in dollars.

Any wiring system which does not have large enough wire—which does not have enough circuits—which does not have enough outlets—is not a good wiring system.

Any one of these factors may cause overloading of circuits. Overloading means that your lamps will burn dimly—your motors will run slowly—your heating devices will heat slowly. But you will still pay full price for this poor service.

If you have poor wiring, it cheats you every time you use electricity.



Talk to your local Electric Service Company

If you are wiring your home or your farm for the first time—or if you are modernizing them—be sure to get the expert advice of your local electric service company electrician. It will prove very valuable.

He will be glad to help you plan a wiring system which will give you full use, and your full money's worth, from all of

your electric equipment—plus long years of service.

List all of the electrical helpers you would like to have in your home and on your farm today—and then list all of those you hope to have in the future. A small amount of extra money invested in good wiring today will pay you returns for many years to come.

Use the Best Materials

When your wiring system has been expertly planned—be certain that the job is done with the finest materials obtainable. The difference in cost between the best and the low-priced is again a matter of pennies.

Remember that your best guarantee of a good wiring system

is to have it planned and installed by a *good* electrician.

General Electric has prepared three valuable booklets to help you in planning the wiring for your home or your farm—or in modernizing. You will find them listed with other valuable booklets on page 81.

GENERAL ELECTRIC

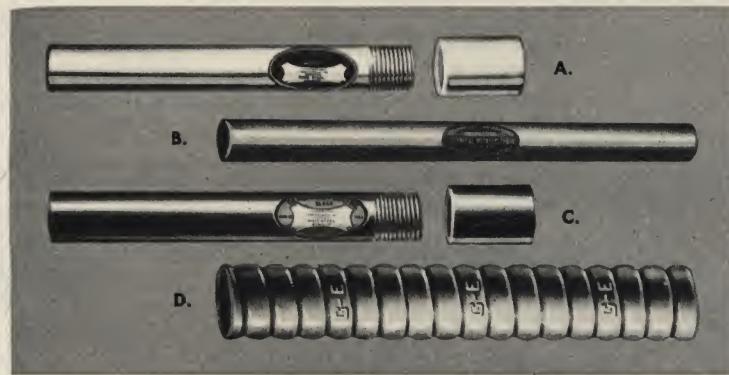
Wiring Materials

General Electric manufactures a full line of the finest-quality wiring materials. The few items which are listed here are especially suitable for farm wiring.

All General Electric wiring materials are designed to be used together. They are easy to install. Most of them are approved by the National Electric Code and under REA wiring specifications.

For your next wiring job—specify G-E materials.

Conduits



A. White rigid conduit for protection against moisture, cold, heat and abuse.

B. Electrical metallic tubing for dry locations. Lightweight, no threads to cut.

C. Black rigid conduit for dry locations and where exposed to chemical corrosion.

D. Flexible conduit for motors and house wiring.

Service Conduit for Farm Use. G-E rigid white conduit is available in 5-foot lengths threaded on both ends. Speeds installation by making cutting and threading on the job unnecessary.



Cable Assemblies

E. BRAIDIX* nonmetallic sheathed cable

F. BX* Armored cable

G. PVX. New nonmetallic cable

H. Service entrance cable



Building Wires

I. Code grade, Type R, for general-purpose wiring

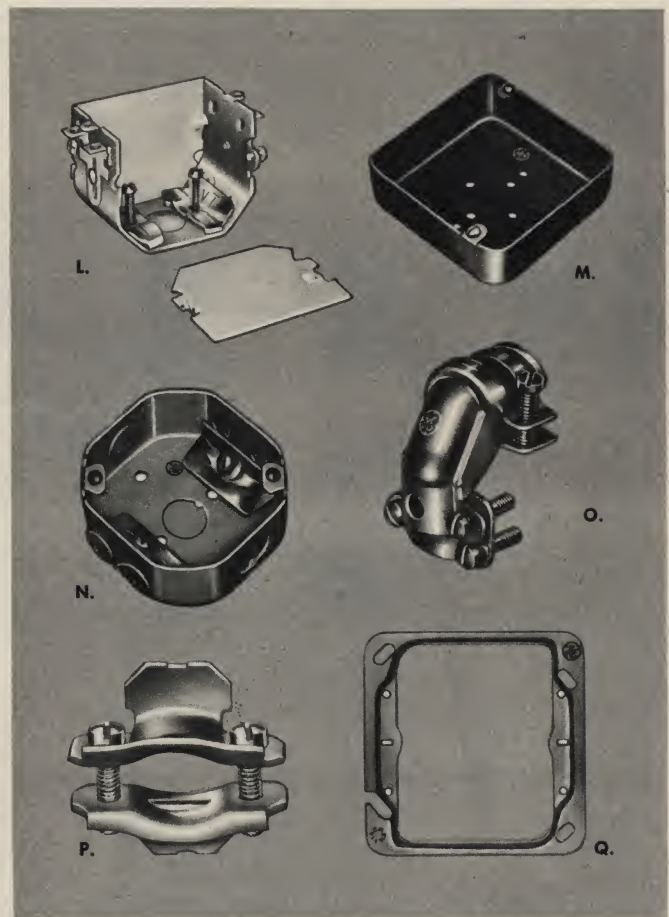
J. Lead-covered, Type RL, for extra protection

K. Thermoplastic, Type TW, for wiring in wet locations

PORTABLE CORDS

General Electric portable cords, for replacing cords on machines and tools, and making handy cord sets, are available in Flamenol,* neoprene, and rubber-jacket insulation. They are resistant to water, oils, acids, alkalis, age, and abuse.

*TRADE-MARK REG. U.S. PAT. OFF.



Boxes and Fittings

General Electric makes a complete line of boxes, covers, and fittings for conduit, cable, and wire.

L. Switch box for nonmetallic cable

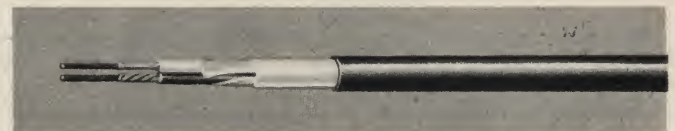
M. Box for all types of conduit

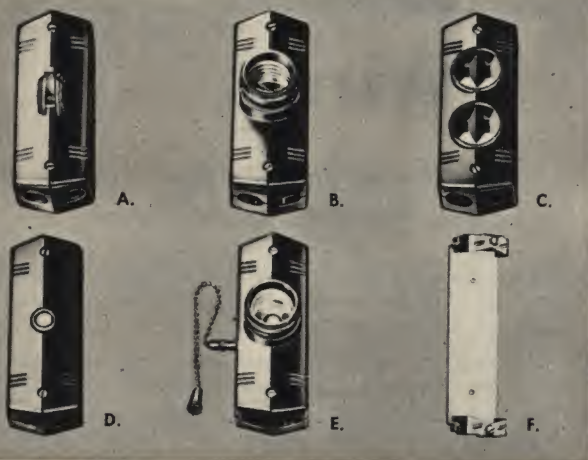
N. Box for nonmetallic cables

O. Connector for flexible conduit

P. Connector for nonmetallic cable

Q. Cover for two flush devices

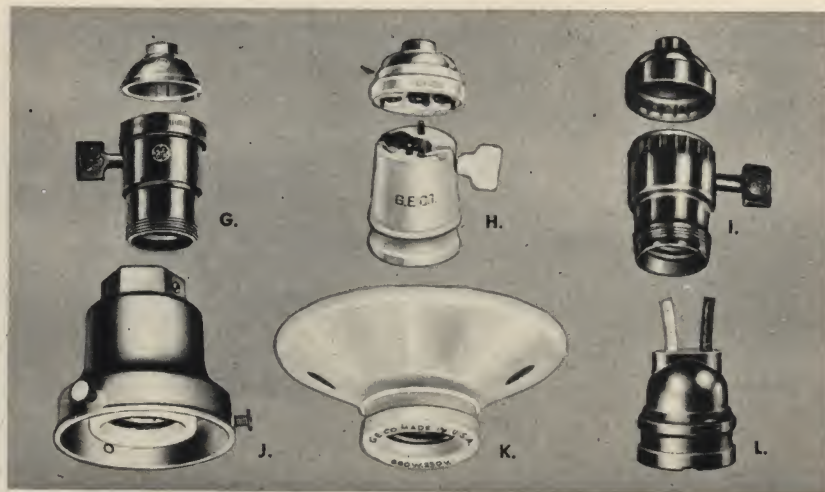




Surface Wiring Devices

Can be installed quickly with BX* or BraidX* cables—either end or side connected. Made of brown Textolite* compound, they keep their color and resist breakage.

- A. Single-pole switch, GE3515 D. Junction box, GE3521
B. Keyless lampholder, GE3519 E. Chain lamp holder, GE3518
C. Duplex outlet, GE3517 F. BX clamp, GE3528



Lamp Holders

G-E Lamp holders for use on cords are available in Textolite, metal and porcelain.

Lamp holders for outlet boxes or cleats are available in white plastic.

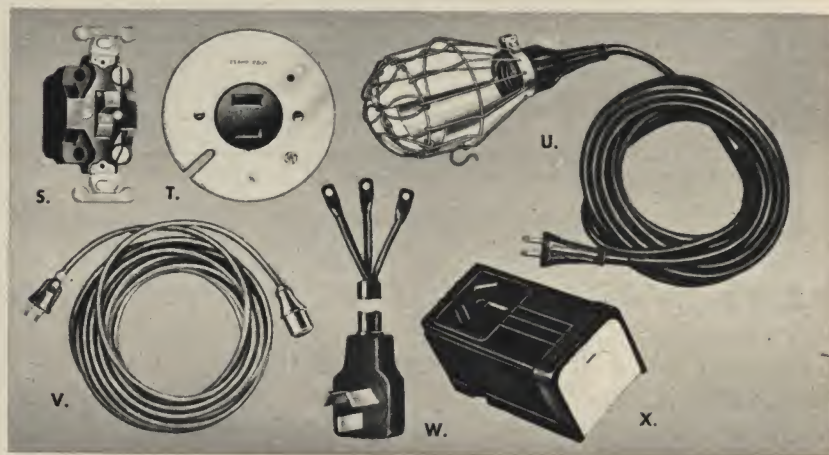
- G. Textolite lamp hldr., GE2703 with GE2700 J. Weatherproof lamp holder, GE3329
H. Porcelain lamp holder, GE799 with GE797 K. Plastic keyless lamp holder, GE088
I. Brass shell lamp holder, GE769 with GE749 L. Weatherproof lamp holder, GE3482



Outlets

A complete line of standard outlets, surface outlets, outlets for surface-box installations, and special purposes.

- M. 3-pole outlet for ground, GE2988 P. Weatherproof outlet, GE2959
N. Twin outlet, GE2679 Q. Twin outlet, GE2685
O. De luxe outlet, GE3483 R. 3-wire cap, GE3080



Heavy-Duty Devices

General Electric heavy-duty devices are highly recommended for use in

barns, farmyards to carry heavy current and withstand mechanical abuse.

- S. Heavy-duty flush tumbler, GE2923 V. Extension cord set, GE3531
T. Heavy-duty outlet, 49X656 W. Heavy-duty 3-wire cord set, GE3002
U. Portable lamp cord set, GE2815 X. Heavy-duty outlet, GE3000



Plates

Uniline composition plates are available in ivory or brown color for switches singly or in gangs, for convenience outlets, and combination devices.

- Y. Single-gang switch plate, GU91071 Z. Convenience-outlet plate, GU91101



Switches

General Electric switches are available to provide immediate and exact

control of lighting and power for all farm and home uses.

- AA. Single-pole switch, GE2841 BB. Flush tumbler switch, GE3376 CC. Weatherproof switch, GE3024

* Trade-mark Reg. U. S. Pat. Off.

New, Compact Battery Chargers

For Farm or Home Use



Overnite Charger

Especially suitable for farm use, to keep car, truck, and tractor batteries in top working condition. Will charge average discharged battery in 12 hours or less. Red enamel.

Dimensions: $7\frac{1}{4}$ by 5 by 6 inches. 6 volts, 12 amperes, 3 cells for 115 volts, 60 cycles, a-c only.

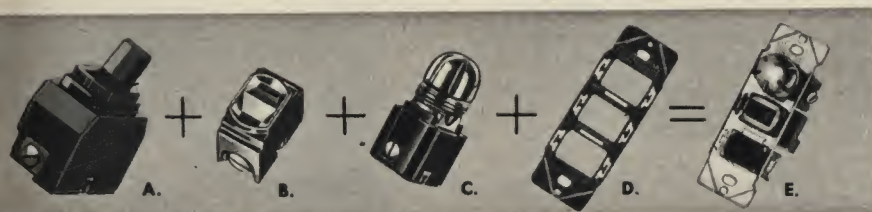
6RS5916A2

One-Day Charger

Ideal for home and general use where higher charging rate of "Overnite" is not needed. Charges average discharged battery in 24 hours or less. Blue enamel.

Dimensions: $7\frac{1}{4}$ by 5 by 5 inches. 6 volts, 7 amperes, 3 cells for 115 volts, 60 cycles, a-c only.

6RS916A1



Combination Devices

Permit three devices to be assembled and installed in a single-gang box.

A. Switch GT1311

B. Single outlet GT1320

C. Pilot light GT1340

D. Mounting strip GT1348

E. Three devices mounted

Various types of switches, outlets, and lights available.

Will charge your battery without removal from car.

Can be shelf or wall mounted—or placed on garage floor.

Very efficient and extremely quiet chargers of the selenium-rectifier type. Charging automatically tapers from a high to a lower rate as battery becomes fully charged.

Modern, small, lightweight in design. Built for long life.

Attractive metal case with baked enamel finish.

Pilot light tells you when charger is in operation. Long durable cord has molded rubber plug. Long leads and battery clips.



Fuses

F. G-E fustat adapter FT41
H. Nonindicating enclosed fuse, 30, 60, 100 amperes. GE3177 illustrated.

G. G-E fustat 15 to 30 amperes.

I. Transparent-top plug fuse 3 to 30 amperes.

GENERAL ELECTRIC

Oil Heating

FOR STEAM, HOT WATER,
WARM-AIR SYSTEMS

Easily Installed
Heating Units

**This Famous G-E Boiler-Burner
Has SAVED 25% to 50% FUEL**

This is not a conversion burner, installed in a boiler designed to burn any kind of fuel. This is a complete unit, where the parts are designed to work together within a single, handsome, compact jacket. All-in-one construction means that the boiler is designed for the single purpose of burning oil economically. This is one of the reasons why the G-E Oil-fired Boiler has saved owners 25% to 50%. Built-in domestic hot-water feature. Burns the present-day grades of catalytic oil. General Electric Oil Boilers have run for many years without major repairs—and are still going strong.

Special Features. A tough unit—wear-resistant, welded-steel boiler (Note: steel is used for boilers in U. S. battle-ships). Self-lubricating parts. Clean, quiet, compact. Each single oil drop, shattered into millions of quick-burning particles that can't be seen by the human eye, result in clean, complete combustion. Seven sizes for houses with 4 to 20 rooms.



**Turn Your Hand-fired Furnace into a
MODERN, AUTOMATIC, HEATING PLANT**

Take out your old grate—slip in this G-E Conversion Oil Burner—have automatic heat without further change in your present system. Shatters each oil drop into millions of clean-burning particles. Low-pressure oil passes through large burner orifice, which means less likelihood of clogged nozzle—less orifice wear. Two sizes adjustable for in-puts of 141,000 Btu per hour to 423,000; applicable to steam, vapor, hot water, and warm-air systems.

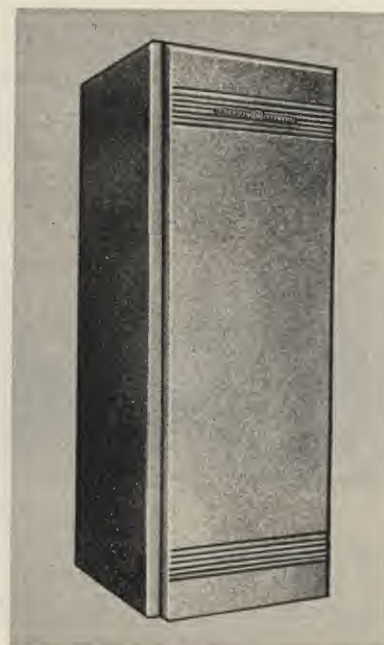
Special Features. Quick, easy installation. Fuel-saving double-mix nozzle. Self-oiling mechanism. G-E safety controls.



**NEW—"Low Oil-rate"
Warm-air Furnace**

Embodies in one compact, handsome, packaged unit the latest achievements of G-E engineers in the art of warm-air heating. A "three-in-one" heating plant that (1) warms, (2) circulates, (3) filters. Humidifying feature optional. Quiet-running, circulating fan, powered with G-E motor. Low-pressure atomization permits low oil rate and real economy of operation. A real space-saver for small homes. Fits small alcoves and closets. Easily installed. Listed by Underwriters' Laboratories, Inc., for installations having only two-inch clearance on all sides. Handsome "show-it-off" cabinet. Two sizes: 60,000 Btu per hour, and 85,000.

Special Features. Fine atomization produces clean-burning flame. Handles catalytic grade of oil. Two-inch clearance for closet or alcove installations. Copper-bearing, Parkerized steel combustion chamber with external surface finned to give high heat transfer. Self-lubricating burner unit.



GENERAL ELECTRIC

Textolite Plastics Tops



For Beautiful and Durable Kitchen Work Surfaces

G-E Textolite kitchen-cabinet counter tops, sink tops, and dinette table tops keep their fresh, sparkling beauty for years.

Scalding lard, alcohol and household chemicals can't mar these plastics tops, and their scratch resistance is better than low-carbon steel. Then, too, G-E Textolite work surfaces are easy to clean. Just a damp cloth swished across the hard, lustrous surface of a Textolite top restores its fresh appearance instantly.

Textolite plastics tops are made in a wide variety of eye-appealing colors and patterns to enhance any kitchen interior. For many years, tables and counters in fashionable restaurants throughout the country have been equipped with Textolite tops. Work-surface applications in the home are now also proving the many advantages of this outstanding material.

Look for this label . . . All kitchen furniture having a Textolite top bears this red and silver-color label. Look for it the next time you buy. These tops are available only on new furniture.



Save Your Eyes

Better Light for Better Sight with General Electric Plastics Lighting Diffusers

These plastics reflectors and shades are lightweight, attractive, and transmit a pleasing glare-free light. They're made of fireproof translucent plastics, and can be washed in a jiffy without damage.

Out-of-date lamps and fixtures can be modernized inexpensively with General Electric plastics lighting diffusers. A model is made for practically every type of incandescent lighting unit in the home. They will enable you to light-condition your entire home for more pleasant living. Flood every room with soft, glare-free light that's easy on the eyes.

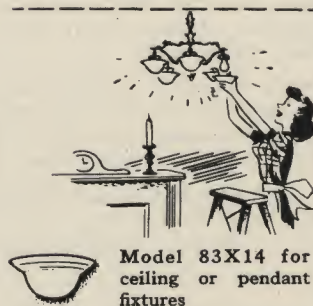
Illustrated are four of the most popular models and their applications. You can buy General Electric plastics lighting diffusers at dime stores and electrical equipment dealers'.



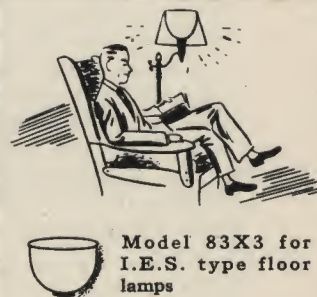
Model 83X19 for
wall lamps and small
table lamps



Candle shades for fix-
tures and wall lamps



Model 83X14 for
ceiling or pendant
fixtures



Model 83X3 for
I.E.S. type floor
lamps

You Can Buy GENERAL ELECTRIC Products on Easy Payments

● You can buy any General Electric product, selling for \$50 or more, through your local retailer on convenient easy-payment terms.

The General Electric Credit Corporation offers you three thrifty, practical plans to meet your budget needs—designed especially for those who are dependent upon crops for their income. Installments are arranged to suit you.

GECC's Progressive Plan can help you with complete home and farm modernization. You can add new purchases to your original contract without additional down payment, and with only slightly increased carrying charges.

GECC is qualified to finance all approved

merchandise sold by G-E farm and home retailers under the government's FHA plan. All appliances bought for domestic use on GECC's plans are insured against such hazards as fire and flood, at no extra cost.

GECC places high value on *your* good will. When you purchase through any GECC plan, you have the security of dealing with a company which has helped hundreds of thousands to buy quality merchandise on an easy, practical basis. See your G-E retailer today. He will be glad to give you details.

GECC

General Electric Credit Corporation
See page 85 for District Offices

Answers to your questions about GECC

1. *May anyone apply for purchases on the GECC Plan?* Yes, anyone may. GECC's requirements are simple—based on the customer's character, income, and ability to meet payments.

2. *What products may be purchased, and how much may be purchased?* All products sold by your G-E retailer may be purchased individually or in combinations of two or more. How much you can buy depends upon how much you can conveniently pay down, and how much you can conveniently pay each month.

How is merchandise purchased? Through any established G-E dealer. Your retailer will be glad to give you complete details about GECC's many low-cost, easy payment plans.

4. *Is there a purchase charge?* Yes, a small charge is added to the unpaid cash balance—after down payment. This covers the cost of opening your account, bookkeeping and handling.

5. *When is the first payment due?* You have the privilege of arranging payment dates to suit your convenience—the first payment to mature within 30 or 45 days from the date of your purchase.

6. *Where are payments made?* Payments may be mailed to your nearest GECC office. You are provided with a coupon book, showing the address of this office, with a separate coupon to accompany each payment. If more convenient, payments may be made at your retailer's store.

7. *Is any special plan offered to farmers?* Yes, GECC has three special payment plans for those who depend upon crops for their income. These plans permit monthly, quarterly, or semi-annual payments. Ask your retailer to explain these plans.

8. *May purchase be made on the FHA Plan through GECC?* Yes, GECC is qualified to finance eligible G-E equipment under the attractive terms of this Government-sponsored plan.

9. *If I now have an account with GECC, may I buy additional equipment before completing payments on my first purchase?* Yes, if you have paid your installments satisfactorily, GECC's

Progressive Plan makes it possible for your retailer to offer you additional appliances—every six months. No additional down payment is necessary—and usually, the new purchase will only slightly increase your present monthly payments.

10. *Are purchases made on the GECC Plan protected by insurance?* Yes, without extra cost to you, G-E equipment purchased for domestic use is insured against fire, flood, and many other hazards—as outlined in a certificate furnished you by GECC. If equipment is totally destroyed, your account is canceled, and you are paid for your equity, less depreciation. If equipment is damaged by the hazards listed, it is satisfactorily repaired—without cost.

Estimated Payments

CASH PRICE	DOWN PAYMENT	MINIMUM MONTHLY PAYMENT
\$ 50.00 60.00	\$10.00 12.00	\$ 7.00
70.00 80.00 90.00	14.00 16.00 18.00	7.00
100.00 120.00	20.00 24.00	7.00
140.00 160.00	28.00 32.00	7.00
180.00 200.00	36.00 40.00	8.00
220.00 240.00	44.00 48.00	9.50
250.00 260.00	50.00 52.00	10.25
280.00 300.00	56.00 60.00	12.00

See Your General Electric Retailer—for actual purchase figures.

For Better Living ...Electrically

● The following booklets have been carefully prepared to help you—as a homemaker or as a farmer—to get the most from electrical living.

They will tell you about proper planning, proper selection, and proper care of General Electric products. They will make fun out of

planning, and teach you how to get the most for your money in purchase and in use of all electric equipment.

Select the booklets which interest you. Order them from the department indicated by title and number. Single copies are free, except where price is indicated.

The following booklets can be obtained by writing to:

**Distribution Section
Advertising Division
General Electric Company
Bridgeport 2, Conn.**

CLOCK CATALOG, FULL LINE, 10¢ 7-157
PLANNING YOUR HOME FOR BETTER LIVING ...
ELECTRICALLY, 25¢ 398-1762
HOME? (The meaning of good wiring), 10¢ 12-457
HOME WIRING CHART 61-42
ELECTRICAL MODERNIZATION GUIDE 51-52
FARM WIRING GUIDE 61-46
EVERYTHING ELECTRIC ... FOR THE MODERN HOME, 10¢ 1-178
TO MAKE HOUSECLEANING EASY, 10¢ 10-516
DOES YOUR HOME HAVE A PLACE FOR LIVING? (Laundry modernization), 10¢ 12-457
THIS IS THE WAY WE WASH OUR CLOTHES 6-26
THIS IS THE WAY WE DRY OUR CLOTHES 6-476
THIS IS THE WAY WE IRON OUR CLOTHES 6-127
USING YOUR ALL-AUTOMATIC WASHER 14-197
OPERATING YOUR GENERAL ELECTRIC FLATPLATE IRONER K5404880
FINE LAUNDERING GUIDE (Chart) 6-267
"FIVE STAR" G-E KITCHENS FOR "BETTER HOMES AND GARDENS," 50¢ 24-87
THE BEST USE OF YOUR GENERAL ELECTRIC HOME FREEZER 13-287
FROZEN FOODS—HOW TO PREPARE, PACKAGE, FREEZE, & COOK 2-26
YOUR GENERAL ELECTRIC AUTOMATIC DISHWASHER 5-397
YOUR GENERAL ELECTRIC DISPOSAL* 5-296
THE NEW ART COOKBOOK 570-1
USE AND CARE OF PRESSURE COOKER RP 15P545
SLEEP COMFORT (How to care for your Automatic Blanket) 11-378

The following booklets can be obtained by writing to:

**Distribution Section
Advertising Department
General Electric Company
Schenectady 5, N. Y.**

MODERN FARM HELP GEA-4547
RUNNING WATER—THE FARM NECESSITY GES-3391
CARE AND MAINTENANCE OF ELECTRIC EQUIPMENT GEB-125
COST OF OPERATING ELECTRIC FARM AND HOME EQUIPMENT GEA-2248
OPERATING COST CARD GES-1609
FUNDAMENTALS OF MOTORS GEA-3746
ADVENTURES IN ELECTRICITY (3 comic-style booklets):
No. 1—THE GENERATION OF ELECTRICITY GEC-174
No. 2—USES OF ELECTRICITY APG-17
No. 3—DISTRIBUTION OF ELECTRICITY APG-17-1
THE ROMANCE OF ELECTRICITY GEB-131
THE STORY OF LIGHTNING GEB-124
THE INSIDE OF ARC WELDING GES-2972
FARM WELDER GES-1163
STOCK TANK DE-ICER GES-3355
ELECTRIC STOCK WATERER GES-3438
HANDY SOLDERING IRON GED-1135
ELECTRIC SOIL HEATING GES-3349
G-E HEATING CABLE GEA-3539
G-E HEATING CABLE FOR FROST PROTECTION GEA-4884
NEW HANDY FLOODLIGHT GED-9255
BARN HAY CURING GES-3445

*TRADE-MARK REG. U.S. PAT. OFF.

The following booklets can be obtained by writing to:

**Advertising Division
General Electric Company
5 Lawrence Street
Bloomfield, N. J.**

G-E ANSWER BOOK ON HOME HEATING, 10¢ SP-00-90
LET G-E TEND THE FURNACE FIRE SP-02-97A
IT FITS SPACE AND COST REQUIREMENTS OF THE COMPACT HOME (Gas Warm-air Conditioner) SP-13-92
STEAM (OR HOT WATER) FOR HEATING IN 5 TO 7 MINUTES SP-03-96
G-E FARM AND HOME FREEZERS (18- to 26-cu-ft capacities) PM68-0201
G-E MILK COOLERS PM63-0201
G-E REACH-IN REFRIGERATORS (16-cu-ft) PM64-0101
G-E REACH-IN REFRIGERATORS (25-cu-ft) PM64-0105
G-E REACH-IN REFRIGERATORS (35-cu-ft) PM64-0109
G-E SECTIONAL WALK-IN REFRIGERATORS PM70-0201

The following booklets can be obtained by writing to:

**Advertising Division
General Electric Company
Nela Park, Cleveland 12, Ohio.**

USE OF ARTIFICIAL LIGHT IN HORTICULTURE, 20¢ LD-23-B
INFRARED HEAT FEELS SO GOOD AND IT DOES SO MUCH Y-742
G-E HEAT LAMPS MAKE FARM TASKS EASIER Y-743
SANITATION ON THE FARM WITH G-E GERMICIDAL LAMPS, 7¢ Y-727
BETTER HEALTH FOR POULTRY AND LIVESTOCK WITH G-E GERMICIDAL LAMPS, 4¢ Y-746
WHAT YOU SHOULD KNOW ABOUT THE GENERAL ELECTRIC SUNLAMP Y-731-P

The following booklets can be obtained by writing to:

**Advertising Section
Receiver Division
Electronics Park
Syracuse, N. Y.**

CLOCK-RADIO FOLDER 175-89
THREE-WAY PERSONAL RADIO FOLDER 175-74-1
FM TABLE MODEL FOLDER 175-106
BATTERY SET FOLDER 175-55-1
MODEL 354 PORTABLE FOLDER 175-61
GOLD SEAL PORTABLE FOLDER 175-119
TELEVISION FOLDER 180-2
TABLE MODEL TELEVISION FOLDER 180-13

Men Who Aren't Satisfied with Even the Best

- We've got hundreds of skilled engineers whose job is never to be satisfied.

They're paid to abuse finished products—to tear the machines apart—to try to find something wrong with them.

They're busy in every General Electric manufacturing plant, looking for a way to improve everything.

We call them "quality-control" engineers, because they see to it that every General Electric product you buy is the best that can possibly be produced.

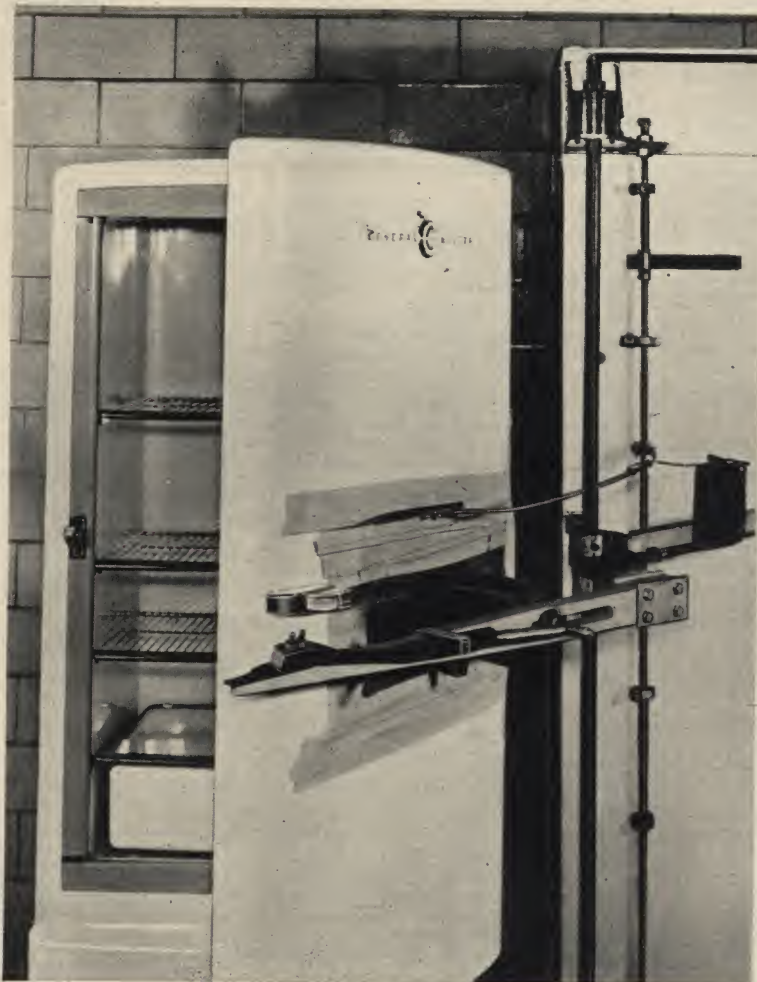
Regular inspectors give every part and every

finished product rigid, routine tests. But the quality-control engineers devise additional, torturous tests.

At unannounced times, they visit the assembly line, take a finished refrigerator—overload it, mistreat it, try to break it down. They use microscopes and electronic machines to hunt for invisible flaws.

Constantly, they find ways to make the best *better*.

Quality control is one of the important reasons why three generations of Americans have learned to place complete confidence in the appliances which bear the General Electric monogram.



▲ These Men Are Deliberately Dropping a Refrigerator!

Despite the printed warning, "FRAGILE—DO NOT DROP," these men are deliberately dropping a finished and crated G-E Refrigerator. They will then unpack the crate to look for possible damage to the appliance or to its precision-manufactured mechanism—seeking improvements to avoid such damage.

◀ This Machine Is Slamming a Refrigerator Door 350,000 Times!

In 25 years of use, you will probably open and close your refrigerator door as many as 350,000 times! So, G-E quality-control engineers take finished refrigerators at random from the assembly lines and, by means of an electrically controlled device, subject them to 350,000 door slams—to be sure that all hardware stands the strain, and that the door maintains its perfect seal.



◀ An artist's conception of the proposed great, new \$3,000,000 General Electric Research Laboratory to be built at Schenectady. Here some of the world's greatest scientists will carry on the task of not only forwarding man's use of electricity, but of putting new energies to work—atomic fission, radar, and jet propulsion.

The Leading Staff of Scientists and Engineers in Industry

Nearly 7000 engineers, chemists, physicists, mathematicians, and other scientists are employed in the manufacturing plants and laboratories of the General Electric Company.

For more than 65 years, the General Electric Company has been a leader in research and manufacture in electricity, power, lighting, heating, air conditioning, electronics, instruments and controls for science, industry, and aviation, jet propulsion, and nuclear energy.

All of this experience goes to make better products for your home and your farm.

Today, progress, born in the great, modern General Electric Laboratories, promises you even greater confidence in the General Electric monogram.



The General Electric Consumer's Institute at Bridgeport, Conn., is one of the finest laboratories of its kind. Here a staff of experts use electric appliances just as you would use them in your home—to develop time- and labor-saving ideas—to show you the way to better living—electrically.



In the Lamp Development Laboratory at Nela Park, Cleveland, an engineer and specialist in fluorescent lighting tests the operation of ballasts and starters. In this great, modern laboratory, quality tests are constantly conducted on the 10,000 types of lamps now made, as well as on hundreds of new lamps being developed.



Testing Home Laundry Equipment in the Food Research and Appliance Testing Laboratory at Bridgeport, Conn. Here a staff of 16 specially trained women test all home appliances. Their object is to determine what homemakers will and will not like about appliances, as well as to determine the best methods of use.



General Electric Plastics serve many uses in the home and in industry. You know them mainly as table tops, light diffusers, and parts of appliances. Above, a Universal Tester in the Research Laboratory of the G-E Chemical Department tests finished plastics for tensile, compressive, bonding, and flexural strength.

The General Electric



FOR MORE THAN 60 YEARS the General Electric Company has been helping America to live better—electrically.

Through dependable service it has grown to be the largest manufacturer of electrical equipment in the world.

Wherever you live in America today, there is a G-E distributor in your district—and a G-E retailer in your community.

DEPARTMENTS WHOSE PRODUCTS AND SERVICES ARE LISTED IN THIS CATALOG

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Headquarters: 1285 Boston Avenue, Bridgeport 2, Conn.

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LAMP DEPARTMENT
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Portland 9, Ore., 1238 N. W. Glisan St., L. R. Wilson	

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Headquarters: Electronics Park, Syracuse, N. Y.

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Cleveland 14, Ohio, 925 Euclid Ave., J. F. Murphy	Portland 7, Ore., P. O. Box 909, W. H. Stover

CHEMICAL DEPARTMENT
Headquarters: Plastics Division, Pittsfield, Mass.

GENERAL ELECTRIC CREDIT CORP.
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Cleveland 14, Ohio, 925 Euclid Ave., J. A. Foley	Dallas 1, Texas, 606 North Field St., L. E. Scott
San Francisco 5, Calif., 116 New Montgomery St., H. Goff	

Estimated Cost of Operating Electric Equipment

In the
Home...

On the
Farm...

Appliance	Estimated Usage	COST OF OPERATING				
		1¢ per KWH	2¢ per KWH	3¢ per KWH	4¢ per KWH	6¢ per KWH
Automatic Blanket	8 hr/day/mo	\$0.15	\$0.30	\$0.45	\$0.60	\$0.90
Cleaner	4 hr/mo	.015	.03	.045	.06	.09
Clock	1 mo	.015	.03	.045	.06	.09
Clothes Dryer	Family of 4/mo	.60	1.20	1.80	2.40	3.60
Coffee Maker	8 cups/day/mo	.045	.09	.135	.18	.27
Dishwasher	15 hr/mo	.06	.12	.18	.24	.36
Disposal	2 hr/mo	.008	.015	.023	.03	.045
Fan	10 hr	.004	.008	.012	.016	.024
Footwarmer	8 hr/day/mo	.025	.05	.075	.10	.15
Freezer	(8 cu ft) mo	.40	.80	1.20	1.60	2.40
Heat Lamp	10 hr	.025	.05	.075	.10	.15
Heating Pad	10 hr	.003	.006	.009	.012	.018
Iron	12 hr/mo	.06	.12	.18	.24	.36
Ironer	12 hr/mo	.10	.20	.30	.40	.60
Lamp—100w	3 hr/day/mo	.09	.18	.27	.36	.54
Lamp—60w	3 hr/day/mo	.054	.108	.162	.216	.324
Mixer	3 hr/mo	.003	.006	.009	.012	.018
Oil Burner	40 kw-hr	.40	.80	1.20	1.60	2.40
Portable Heater	10 hr	.10	.20	.30	.40	.60
Radio—Console	120 hr/mo	.09	.18	.27	.36	.54
Radio—Table	120 hr/mo	.066	.133	.20	.267	.40
Range	Family of 4/mo	.90	1.80	2.70	3.60	5.40
Refrigerator	(8 cu ft) mo	.24	.48	.72	.96	1.44
Roaster	40 hr/mo	.40	.80	1.20	1.60	2.40
Sunlamp	10 hr	.028	.055	.083	.11	.165
Television	60 hr/mo	.13	.26	.39	.52	.78
Toaster	6 slices/day/mo	.028	.055	.083	.11	.165
Waffle Iron	6 waffles	.004	.008	.012	.016	.024
Washer—Automatic	12 hr/mo	.03	.06	.09	.12	.18
Washer—Conventional	12 hr/mo	.02	.04	.06	.08	.12
Water Heater	Family of 4/mo	3.50	7.00

Appliance	Consumption in KWH	COST OF OPERATING				
		1¢ per KWH	2¢ per KWH	3¢ per KWH	4¢ per KWH	6¢ per KWH
Barn Hay Curing	60 per ton	\$0.60	\$1.20	\$1.80	\$2.40	\$3.60
Brooding	½ per 6 wks per chick	.005	.01	.015	.02	.03
Churning	1 per 100 lb butter	.01	.02	.03	.04	.06
Corn Husker & Shredding	5 per ton	.05	.10	.15	.20	.30
Corn Shelling	7 per 100 bu	.07	.14	.21	.28	.42
Cream Separating	½ per 1,000 lb milk	.005	.01	.015	.02	.03
Dairy Utensil Sterilizing	6 per day per 25 cows	.06	.12	.18	.24	.36
Dairy Water Heating	1 per 4 gal	.01	.02	.03	.04	.06
Electric Stock Waterer	200 per season	2.00	4.00	6.00	8.00	12.00
Farm Chore Motors	1 per hp per hr	.01	.02	.03	.04	.06
Farm Freezer (16 cu ft)	85 per mo	.85	1.70	2.55	3.40	5.10
Farm Shop	2 per mo	.02	.04	.06	.08	.12
Feed Grinding	1½ per 100 lb	.015	.03	.045	.06	.09
FHP Motors	1 per 1-5 hr	.01	.02	.03	.04	.06
Fruit Grading	1 per 100 bu	.01	.02	.03	.04	.06
Grain Cleaning	1½ per 100 bu	.014	.027	.04	.053	.08
Grain Elevating	3 per 1,000 bu	.03	.06	.09	.12	.18
Hay Baling	3 per ton	.03	.06	.09	.12	.18
Hay Hoisting	½ per ton	.004	.007	.01	.013	.02
Incubating	225 per 1,000 eggs	2.25	4.50	6.75	9.00	13.50
Irrigating—Surface	3 per acre ft per ft lift	.03	.06	.09	.12	.18
Lighting Entire Farm	30 per mo	.30	.60	.90	1.20	1.80
Milk Cooling	1 per 10 gal	.01	.02	.03	.04	.06
Milking—Portable	1½ per cow per mo	.015	.03	.045	.06	.09
Milking—Pipeline	2½ per cow per mo	.025	.05	.08	.10	.15
Paint Spraying	1 per 250 sq ft	.01	.02	.03	.04	.06
Sheep Shearing	1½ per 100 sheep	.015	.03	.045	.06	.09
Silo Filling	1 per ton	.01	.02	.03	.04	.06
Soil Heating (Hotbeds)	1 per day per sash	.01	.02	.03	.04	.06
Soil Sterilizing	1 per cu ft	.01	.02	.03	.04	.06
Stock Tank De-icer	500 per winter season	5.00	10.00	15.00	20.00	30.00
Threshing	½ per 100 lb grain	.004	.007	.01	.013	.02
Ultraviolet for laying hens	¼ per bird per yr	.003	.005	.008	.011	.015
Ultraviolet for chicks	¾ per brood per chick	.004	.008	.011	.015	.023
Water Supply—Entire Farm	20 per mo	.20	.40	.60	.80	1.20
Welder	75 per yr	.75	1.50	2.25	3.00	4.50
Wood Sawing	2 per cord	.02	.04	.06	.08	.12

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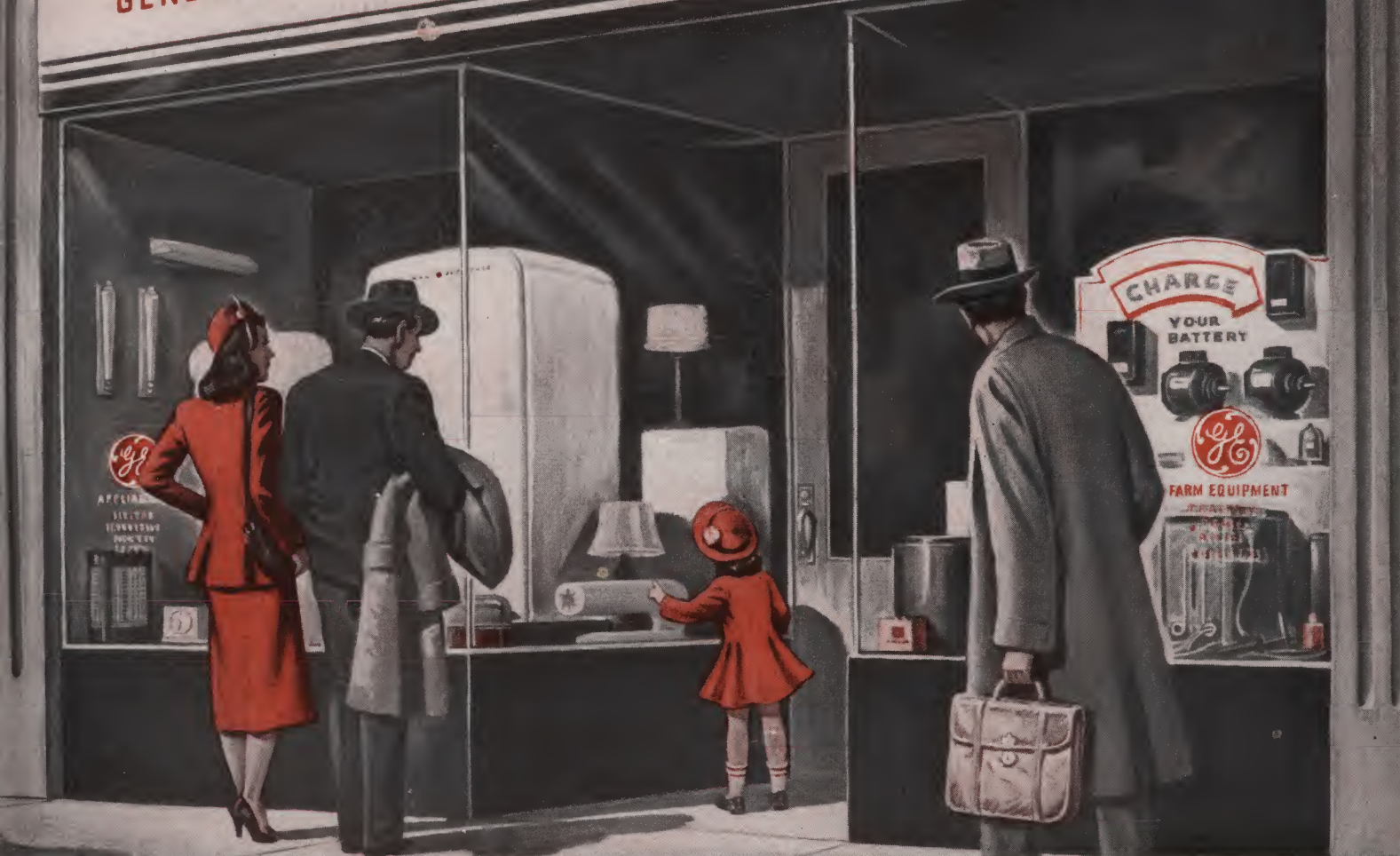
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ANDERSON

AUTHORIZED DEALER
GENERAL ELECTRIC APPLIANCES and FARM EQUIPMENT



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General Electric
Retailer —**

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He is a local businessman who knows the special needs and problems of your community. He knows electric equipment, and he knows that the purchase of any appliance or machine is of special importance to you.

He is always ready to demonstrate appliances to you, and to give you expert advice on appliances, costs, and terms of payment.

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IN THE HOME . . . ON THE FARM

